

Alessandro Alvino

Co-founder - Sales & Marketing at Gelato-go

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Summary

Smart, dynamic, multitasking digital sales guy with strong negotiation skills. I love the online advertising industry and its dynamic market's mechanism and change.

Agencies appreciate my professionalism, the quick turnaround of my proposals and most important, my honesty. That's how i developed such strong business relationships in the European - Latam and US Hispanic markets. My sales goals have been over achieved in the last 7 years of my career. Strong understanding on how to prioritize and address my sales efforts/pitches due to the constant digital market evolution.

Experience

Co-founder - Sales & Marketing at Gelato-go

January 2017 - Present

Managing Sales and Marketing for the Fastest growing artisan Gelato brand in South Florida

Sales Director, USH and LATAM

February 2016 - Present

Leading the US Hispanic and LATAM direct and programmatic Sales.

Director, Digital and Programmatic Sales, US Hispanic at Media Response Group

April 2015 - December 2015 (8 months)

Since 1999 Media Response Group has held companies specialized in the digital marketing industry. It was established to be a strategic partner for advertising agencies and to offer an exclusive media solution to their clients. MRG have built throughout the years a proprietary technology, based on email marketing, contextual, video and lead generation in large scale.

MRG's competitive advantage is our multiplatform advanced digital solutions: HOTWORDS (contextual, in-text technology), WEBZODES (video), EFFICIENT MOBILE (mobile), EFFICIENT TARGET (DMP and SSP technologies), NATIVE (native ads).

Responsible for USH Digital and Programmatic Sales.

Digital Sales Manager at Medula

April 2012 - March 2015 (2 years 11 months)

MEDULA is a media company 100% owned and operated by leading Latin American Home-Country online Newspapers. Our publishers include big titles such as Clarin, ElMundo, Marca, El Universal, LaTercera etc.

MEDULA, with almost 5M uniques in USA and 50M uniques in Latam is one of the emerging networks in the USH online advertising industry.

We manage our publishers' adserver from our office in Miami, providing better rates, placements and performance to our clients.

I'm responsible for generating direct digital sales through more than 30 media agencies in US (and LATAM).

I developed myself most of those connections in the last 3 years. Proficiency in: multicultural digital marketing, display, mobile, video, programmatic sales, social. Yearly quota: \$ 1.5M.

Social Media Manager at Brandvocates

February 2011 - May 2012 (1 year 3 months)

BRANDVOCATES, Miami (<http://magicbuz.com>): Job Title: Sales Director. Aggressive approach to the US/Hispanic online market, to start up Magicbuz, the first SocioViral™ company. Main tasks: Building media/PR connections from scratch, identifying partnerships/rev. share opportunities, defining strategy and pricing, grow sales dramatically and oversee product management. Main services provided: Buzz Marketing, E-reputation, Video advertising, Social media Management, Sentiment improvement. Campaign delivery includes: Sentiment analysis, Crisis management, Social TV, online Buzz moderation, campaign reporting and tracking. Face to face connection with leading media/PR agencies in Florida and NYC. Yearly quota: \$ 1M.

Digital Account Executive

2009 - January 2011 (2 years)

ARCUS MULTIMEDIA, Milan (<http://arcusmultimedia.it>): Job title: Account Executive (Digital). Display advertising, E-mail marketing, Performance campaigns. Main website: Ilgiornale.it - 3d Italian online newspaper, 2,5M uniques, 25M p.views - and its network: Affaritaliani.it, Morningstar.it, Investireoggi.it, Infoiva.com, Calciatori.com, Playboy.it, Luxgallery.it. Goals: doubling digital budget 2009. Travel, entertainment and luxury specialist. Lifestyle websites acquisition. Primary liaison with media agencies and direct customers, developing special projects, advertorials, direct marketing and campaign optimization. Monthly pipeline check and websites revenue forecast. Yearly quota: € 800k.

Sales Planner

November 2007 - July 2009 (1 year 8 months)

MICROSOFT ADVERTISING, Milan (<http://advertising.microsoft.com>): Job title: Sales Planner. Delivery and optimization of display advertising campaigns for MA (Msn, Windows Live, Messenger, Office Online). Campaign's orders entry, inventory's reservation and policy reviews. Interaction with the clients for all matters relating to the campaign execution. Close cooperation with the Account Managers team for campaign optimization. Daily interaction with Tier 3 media agencies/clients, for: inventory matters and reach media formats implementation. Subsidiary activities: scorecard e dashboard analysis, Account Executives' pipeline check, budget and campaigns review at the end of each fiscal month.

Education

Università Cattolica del Sacro Cuore

Master in Marketing, Marketing, 2005 - 2006

Activities and Societies: Abroad activities such as Language courses and internships (Spain, Great Britain).

Vittorio Veneto, Milano

Bachelor of Science (BS), 1995 - 2000

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[Contact Alessandro on LinkedIn](#)