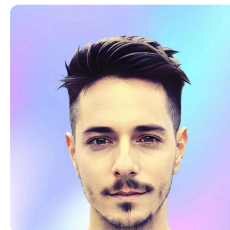


FABRIZIO RINALDI

Brand & Digital Marketing | Innovation & Growth Hacking

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www.linkedin.com/in/digital-innovation-transformation-growthhacking Milano, Lombardia, Italia



SUMMARY

Passionate leader, Brand and digital communication manager with 15+ years of experience in integrated digital Strategy and Planning, Brand Communication and Consumer Experience building.

My multi-disciplinary career includes delivering award winning campaigns in Global Advertising agencies such as Ogilvy & Mather and Wunderman Thompson and complex Digital Transformation initiatives in Luxury Fashion houses such as Versace and Giorgio Armani

EXPERIENCE

Head of Connected Solutions

Fedrigoni

08/2024 London, United Kingdom

As we stand at the intersection of technology and consumer experience, the future of product communication is about creating connections through physical and digital touchpoints. Through technologies like NFC, QR codes, and Augmented Reality, brands can now offer immersive experiences, authentication, product-specific information and personalised interactions.

- The Connected Solutions function that I lead leverages the vertical experience I've developed in both Supply Chain and Corporate Luxury maisons to support our partners in understanding the untapped opportunities of digital Connected Experiences to significantly boost both brand loyalty and engagement

Head of Innovation and Digital Transformation

Giorgio Armani

02/2022 - 08/2024 Milano, Lombardia, Italia

The Innovation and Digital Transformation (IDT) function that I led in Giorgio Armani takes charge of digital delivery with an omnichannel view of the business, it promotes significant positive change and integration across both corporate and operations. Key objectives:

- Expand two strategic areas: Digital Factory [Digital Twins, 3D prototyping and printing, Virtual Showrooms and online configurators] and consolidate product Traceability and brand Transparency [Digital Passport, RFID]
- Support CEO in developing a long term vision and promoting digital solutions to drive technological, cultural and process innovation across the business

Lecturer in Digital Marketing and Innovation Management

24ORE Business School

03/2023 - Present Milan

Lecturing activities on the subjects of Innovation and Digital Marketing at Sole 24 Ore's Business School Executive Master

STRENGTHS



Passionate Leader

I consider myself an expert in driving innovation and digital transformation to create measurable positive change and value across the whole business.



Expert in Integrated Marketing

Skilled in dealing with Brand communication plans from inception to completion with great efficiency with both small and big teams



Strategic Growth Hacker

Capable of devising and implementing growth strategies

SKILLS

Brand management

Integrated Corporate comms

Business Development

Project Management Omnichannel

Media Planning Data Integration

Digital Strategy Growth Hacking

Spatial Computing Sustainability

Marketing Communication Digital PR

Change Management Retail CRM

Social Media

Campaign planning and coordination

LANGUAGES

English Native



Italian Native



French Advanced



EXPERIENCE

Global Head of Digital | Brand Marketing

Versace

📅 01/2018 - 04/2022 📍 Milan Area, Italy

Global head of digital marketing focusing on efficiency and innovation across digital touchpoints and internal workstreams.

- Lead data-driven content strategies to reach new customers via Influencer outreach, social media and media partnerships
- Unify customer profiles and brand metrics across Earned, Owned and Media channels
- Enhance customer experience across digital touchpoints with an omnichannel view
- Develop new B2B strategies (Virtual Showroom)

EMEA Strategy & Social Media Director

WPP

📅 01/2012 - 01/2018 📍 London, United Kingdom

Social Media Marketing Director for Ford Motor Company [agency side], coordinating pan European communication campaigns in 26 markets.

- Develop and execute European Media and social media campaigns (Paid, earned and owned)
- Author and Guardian of centrally built Brand strategies
- Reporting of market performances

Social Media Planner, Brand reputation analyst

Teads

📅 06/2010 - 01/2012 📍 Rome Area, Italy

Collaborated with bloggers and organized web contests for brands through buzz campaigns at Teads.

- Coordinate social media campaigns
- Collaborate with bloggers
- Monitor brands' e-Reputation
- Coordinate offline events and media relations

Digital Content Manager

Comergy srl

📅 01/2008 - 07/2010

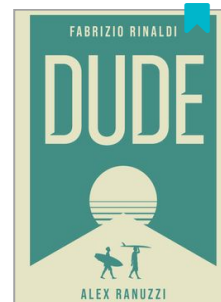
Managed web content projects and community channels while enhancing management skills at Comergy srl.

AUTHOR OF...



INNOVATION WAVES

Podcast and Blog



DUDE

Book

EDUCATION

International Economics and Business

Università degli studi del Molise

📅 2006 - 2009