

Alessandro V. Leozappa

GROWTH DIGITAL STRATEGY MANAGER AT ACCENTURE SONG

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SUMMARY

Since a young age, I've had a passion for digital tech and internet communication. After completing my Political Science studies at the **University of Milan**, I started my professional journey in 2012 at **The Fool**, a dynamic digital agency focused on Social Media Management. In 2013, I joined **AcomeA SGR**, a pioneering **Fintech** Company that launched **Gimme5 app**, the main fully digital investment platform in Italy. Over the years, I grew in the company, becoming **Head of Digital Marketing** in 2019. Using a performance based approach, I oversaw marketing activities, yielding high ROI and brand growth. Notably, when the app hit 500k users, major banks started several partnership with us. To enhance my strategic vision, in 2021 I earned a **Master's in Marketing Management at MIP** (Politecnico of Milan). For my final project, I worked on a data driven Marketing Automation plan to boost conversions in the Customer Database. Recently, I joined **Accenture Song** as a **Growth Strategy Manager**. Here, I support a leading Italian bank's Marketing, Digital Marketing, and CRM Teams to increase their digital sales. I also joined an international team focused on monitoring and developing business Opps in the **European Market Units** in Accenture Song, Growth and Product Innovation.

PROFESSIONAL EXPERIENCE

Accenture Song | 2021 – Present

Growth Strategy Manager

As the Manager of the Investment Products Advisory Team in the "AiSales" project, my primary focus revolves around providing comprehensive support to a leading Italian bank in enhancing their digital sales. I achieve this by:

- Collaborating with the Marketing, Digital Marketing, and CRM departments to develop a cutting-edge, data-driven growth plan.
- Incorporating the latest digital growth strategies and best practices to redefine the bank's digital approach.
- Leveraging my previous experience to share valuable insights and foster a new digital mindset within the bank.

Furthermore, as part of the European Accenture Song Growth and Product Innovation Team, I dedicate my efforts to monitoring and developing business opportunities, with the ultimate aim of achieving the annual sales targets.

Acomea SGR And Gimme5 App | 2019-2021

Head of Digital Marketing

By leading the Marketing Team, I spearheaded the implementation of a comprehensive growth strategy for the company's brands, encompassing both the B2B and B2C markets. Key achievements include:

- Elevating AcomeA SGR's reputation as the most innovative Asset Manager in Italy, renowned for its digital innovation, transparency, and distinctive brand voice.
- Establishing Gimme5 app as the premier investment app among Italy's millennial generation.
- Fortifying the brand to such an extent that two leading banks forged a fintech partnership, integrating Gimme5 services seamlessly into their mobile apps via APIs.
- Effectively managing an annual budget of several million euros, strategically allocating funds across diverse paid channels, adv platforms, influencer marketing, native advertising, sponsorships, events, etc.
- Nurturing a dynamic marketing team of five individuals, successfully.
- Launching and fostering a vibrant community on social media.
- Leveraging marketing automation and lead nurturing strategies to optimize the conversion rate, resulting in exceptional outcomes and improved efficiency.
- Achieving exponential annual growth in the client base through a performance-driven strategy that maximized return on investment while minimizing acquisition costs.

Acomea SGR And Gimme5 App | 2015-2018

Performance Campaign Manager

Significantly reduced customer acquisition costs through by applying advanced campaign management techniques, with a focus on Conversion Rate Optimization by using machine learning and AI

Acomea SGR And Gimme5 App | 2013-2014

Content and Social Media

Established the digital presence of the company's brands by producing engaging content for blog posts and social media platforms.

The Fool | 2012-2013

Web Content Moderator

- Managed customer social media accounts.

EDUCATION

MIP (Politecnico Of Milan) | 2021

Marketing Management

Key modules: Brand Management • Marketing Metrics • Market Research • CRM and Customer Lifetime Value • Marketing Plan • Growth Strategy

Milan University | 2012

Political Science

Key modules: Political • Communication • Economy • Law • Statistics • Sociology • Psicology

Itc&g Jean Monnet Ostuni | 2005

High School Diploma

LANGUAGES

- **Italian** (mother tongue);
- **English** (upper intermediate);

MAIN SKILLS

- Leadership and Team Management • Budget management • Branding and Reputation Management • Growth and Digital Marketing Strategy • Analytics and Data-driven Decision Making • Email Marketing Automation • Content Marketing • Social Media Marketing • SEO and SEM • Influencer Marketing and PR • Affiliate Marketing and Partnership Development

OTHER INTERESTS

- New technologies • Fintech • Economy and Finance • Politics • Travel • Movies • Hiking • Alpinism • Cycling • Swimming