

Alessandro V. Leozappa

GROWTH STRATEGY MANAGER at ACCENTURE SONG

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SUMMARY

With a Master's degree in **Marketing Management**, I excelled as the **Head of Digital** for Italy's leading Retail Investment app (**Gimme5**), and subsequently as a **Growth Strategy Manager** at **Accenture Song**. In this role, I led initiatives to **enhance wealth management sales** through digital channels, collaborating closely with marketing management at the **leading Italian banking group**. My approach is deeply rooted in data, driving my extensive experience in A/B testing, AI-driven Conversion Rate Optimization tools, and performance-based campaigns. Throughout my career, I have successfully managed a team of 7 resources.

EXPERIENCE

2021-today | Accenture Song

Growth Strategy Manager

In this role, I have been actively involved in one of Accenture Song's key partnership in Italy with the leading Italian banking group. This value-based partnership aims to assist the bank in defining strategic initiatives to transition financial services sales from traditional channels (such as branches or phone contact) to digital channels (website and app), achieving results that surpass growth expectations. Specifically, my responsibilities included:

- **Leading Wealth Management Bank:** I crafted a strategic growth plan to enhance the acquisition of upper affluent clients within their digital wealth management platform.
- **Leading Retail Bank:** As a Manager, I led the enhancement of digital sales in the Retail Investment sector by strengthening app and website channels, surpassing sales targets by 20%. Achieved a 223% increase in new investors generated through digital channels and a 13-percentage-point rise in the percentage of investors with active investments.

Additionally, I allocate a portion of my time to coordinating a European-scale initiative focused on managing pipeline projects to be sold by Accenture across the EMEA region.

2018-2021 | AcomeA SGR

Head of Digital Marketing

Over the past three years at this company, I led the Marketing team with a strong emphasis on digital channels. In this role, I managed the marketing strategy for the two corporate brands.

- **AcomeA SGR (B2B):** I oversaw the corporate website, conducted branding campaigns on targeted platforms (e.g., LinkedIn), and engaged partners and resellers through activities such as webinars and live events, resulting in increased brand equity.
- **Gimme5 (B2C):** the objective of my team's activities was to expand the client base through a comprehensive, multichannel strategy. This approach led to unprecedented growth rates in the Italian fintech market, showcasing our team's ability to achieve remarkable results.

2015-2017 | AcomeA SGR

Performance Campaign Manager

In this role, I've specialized in managing advertising campaigns across various platforms (Google, Meta, LinkedIn, Amazon, etc.), employing advanced data-driven techniques based on machine learning and big data. Additionally, thanks to advanced results tracking, I've been able to reduce acquisition costs and optimize campaign performance and return on investment.

2013-2014 | AcomeA SGR

Content and Social Media specialist

My initial professional focus here was on establishing the brand's digital presence. This involved managing the company's website, creating blog content, and launching social media pages, along with developing the corresponding editorial plan.

2012-2013 | The Fool

Community Specialist

In my first professional experience, I undertook an internship focused on digital community management aimed at increasing user engagement.



EDUCATION

MIP (Politecnico Of Milan) | 2021

Master's in Marketing Management

I obtained a master's degree in marketing management from Polimi Graduate School of Management, a part of Politecnico Milano (1863). Key modules included: Brand Management, Marketing Metrics, Market Research, CRM and Customer Lifetime Value, Marketing Plan, and Growth Strategy.

Milan University | 2012

Bachelor's Degree in Political Science

I earned my bachelor's degree in Political Science from the University of Milan, with a focus on key modules such as Political Science, Communication, Economics, Law, Statistics, Sociology, and Psychology.

LANGUAGES

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

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 • Economy and Finance • Politics • Travel • Movies • Hiking • Cycling