



MARCO BARCHETTI

MARKETING MANAGER

SKILLS

- Stakeholder Management
- Process Optimization
- Risk Oversight & Accountability
- Cross-Functional Collaboration
- Relationship Management
- Marketing Strategy

CORE

- Completion-Oriented
- iT Expert
- Digital Analytic Tools
- Delegation
- Performance Tracking
- Public Relations Knowledge Management
- Team Management
- Stress Management

LANGUAGES

- Italian
- English
- Español
- Native
- C1
- C1



EXPERIENCE



Elchai Group & TUE Metaverse (Dubai - UAE) *CEO's Personal Consultant | 2022 - Present*

- Advising the CEO on various business strategies related to the development of the company's own metaverse. This involved conducting market research, analyzing competitors, and staying up-to-date with the latest trends in the virtual world.
- Facilitating communication between the CEO and various stakeholders, including investors, partners, and key clients. This required excellent interpersonal skills and the ability to navigate complex business relationships.
- Working closely with senior management to provide regular updates on customer trends and insights, and to develop strategic plans that align with the company's overall objectives.
- Collaborating with sales teams to develop effective sales and marketing strategies that are tailored to different customer segments.

Eadic | Escuela de Ingegneria (Remote) *External Teacher | since 2023*

- **Role:** Lecturer for Eadic School's Digital Transformation Master's Program
- **Specialization:** Metaverse & Digital Transformation
- **Responsibilities:**
 - Deliver lectures on the Metaverse and digital transformation of companies.
 - Promoting engaging classroom discussions.
 - Performing practical exercises to sharpen students' skills.
 - Provide students (engineers and architects) with the tools to operate in the digital world, applying their field of expertise within the Metaverse and digital.

Sole 24ore Business School (Rome - IT) *External Teacher | since 2017*

- **Role:** Professor for Executive Master's programs at the Sole 24 Ore Business School.
- **Specialization:** Personal Branding and Public Speaking.
- **Responsibilities:**
 - Delivering lectures on effective communication and personal brand promotion.
 - Fostering engaging classroom discussions.
 - Providing practical exercises to hone students' skills.
 - Ensuring students master both public speaking and personal branding in business contexts.

PAST WORK EXPERIENCES & PERSONAL COLLABORATIONS

Tibigo (Remote) | Consulting firm
Marketing Consultant | 2020 - 2022

Treccani Accademia (Remote)
Marketing Consultant | 2020 - 2022

Scentscraft - Rome (IT) | e-commerce
Head of Operation (ad Interim) | 2021 - 2022

Burdelle.com (Remote) | e-commerce
Marketing Consultant | 2020 - 2021

Luxochain (Remote) | Fintech Company
Marketing Advisor | 2016 - 2021

PAST WORK EXPERIENCES (UNTIL 2016)

Marketing Sports Book at [William Hill](#)
Internal Consultant at [KPMG](#)

REFERENCES

[Interview for Web3 Trib3](#)

BrandMe (IT)

Marketing & Operation Manager | 2017 - 2023

Digital Agency

- Develop and execute strategic marketing plans using digital channels for business growth and client objectives. This includes conducting market analysis and targeting strategies to reach the right audience effectively.
- Lead and mentor a marketing team, providing guidance and support to maximize their potential and foster a collaborative work environment.
- Conduct market research and competitor analysis to inform data-driven campaigns aligned with industry best practices.
- Foster strong client relationships to ensure high satisfaction and long-term retention. This involves effective communication, understanding client needs, and delivering exceptional customer experiences.

Salsano Family Office - (Panama & UE)

Business Partner & Corporate PR | 2015 - 2022

Private Family Office (+ 2.1b)

- Improved the impact and understanding of financial reporting on business performance.
- Conducted analysis and delivered insights that linked financial reports to business strategies.
- Developed partnerships and maintained strong relationships with senior managers and their teams.

Amazon Ltd (Madrid/Stuttgart/Turin)

Operation Area Manager | 2017 - 2017

- Managed day-to-day operations and supervised team members, ensuring smooth workflow and efficient execution of tasks.
- Contributed to the creation and building of test cases, test plans, and testing strategies to ensure comprehensive and effective testing processes.
- Provided guidance to Testing Associates/Specialists, mentoring the team and ensuring adherence to established project procedures, processes, and guidelines.
- Suggested and implemented the development of systems and tools to streamline operational tasks, resulting in improved team performance and efficiency.



EDUCATION

II Sole 24 Ore BS - Rome (IT)

PROJECT MANAGEMENT EXEC. MASTER

USI (CH)

MOF IN MANAGEMENT & FINANCE

EF - San Francisco (CA)

MASTER POST BACHELOR IN BUSINESS

Università del Salento (IT)

BACHELOR IN BUSINESS ADMINISTRATION