

Curriculum Vitae Pietro Peluso

Place and Date of Birth: Frosinone, May 25th 1982
Residential Address: Via Mantegna 18C – snc – 03043 Cassino (FR)
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Nationality: Italian

Professional Experience

Italiana Petroli S.p.A. – Gruppo api

*From January 2021
To Present*

Corporate Division: **Sales & Marketing**
Area: **Loyalty Offer & Multichannel Communications**
Role: **Loyalty Partnerships & Communications Specialist**

- Loyalty Program Management
- Loyalty Partnerships Scouting & Commercial Proposal Design
- Loyalty Partnership Implementation & Analysis (Agreements Management, Suppliers Management, Project Team Management - Sales Force, Legal, Compliance, IT, Finance & Administration - Communications, Technical Configurations Management, Commercial & Loyalty activities Implementation, Daily KPI's Monitoring & Analysis, Final Reporting)
- Communications Projects & Digital Touch Points Management
- Budget Management & Control (Budget Planning, Budget Monitoring & Forecasting Management, SAP / Tagetik Professional, Cost Control, Cost Administration)

*From January 2016
To December 2020*

Corporate Division: **Sales & Marketing**
Area: **Brand, Communications & Events**
Role: **Senior Brand, Marketing Communications, Sponsorships & Events Specialist**

- Design and Development of Media Communication Campaigns ATL (TV, Radio, Print, OOH and Digital), BTL e POP for Loyalty Programs, Sponsorships e Consumer Oriented Promotions
- Digital Customers & Commercial Stakeholders Touch Points Management (Commercial & Customers Loyalty App – CMS Management, Consumer Web site, External Retailers Digital Tools
- Point Of Sales Communication Management
- Planning, Management and Analysis of Digital ADV Campaigns
- CRM and Direct Marketing Campaigns Planning, Design and Management (DEM, Sms, Customer Contact Centre, Social Tools)
- Web Communication & Social Media Management (Content Planning and Management, ADV Activations and Report Analysis)
- Commercial and Corporate Events and Incentive Management
- Sponsorships Management (Relationship Management, Commercial Agreements Management, Sponsorship Activations and Communication Management
- PR and Press Office Communication Support
- Design and Management of Special Products Lunch Communication Campaigns
- Budget Management & Control (Budget Planning, Budget Monitoring & Forecasting Management, SAP / Tagetik Professional, Cost Control, Cost Administration)

*From January 2011
To December 2015*

Corporate Division: **Sales & Marketing**
Area: **Brand & Communications**
Role: **Brand & Marketing Communications Specialist**

- Design and Development of Media Communication Campaigns ATL (TV, Radio, Print, OOH and Digital), BTL e POP for Loyalty Programs, Sponsorships e Consumer Oriented Promotions
- Digital Customers & Commercial Stakeholders Touch Points Management (Commercial & Customers Loyalty App – CMS Management, Consumer Web site, External Retailers Digital Tools)
- Planning, Management and Analysis of Digital ADV Campaigns
- CRM and Direct Marketing Campaigns Planning, Design and Management (DEM, Sms, Customer Contact Centre, Social Tools)
- Web Communication & Social Media Management (Content Planning and Management, ADV Activations and Report Analysis)
- Marketing Monitoring and Research Management (STP)
- PR and Press Office Communication Support
- Design and Management of Special Products Lunch Communication Campaigns
- Product Placement Projects Management (Cinema e TV)
- Budget Management & Control (Budget Planning, Budget Monitoring & Forecasting Management, SAP / Tagetik Professional, Cost Control, Cost Administration)

*From June 2008
To December 2010*

Corporate Division: **Sales & Marketing**
Area: **Brand & Communications**
Role: **Marketing Communications Officer**

- Point Of Sales and BTL Communication Management
- Management of municipal advertising taxes
- Corporate Identity & Brand Management
- Commercial and Corporate Merchandising Management
- Budget Management & Control (Budget Planning, Budget Monitoring & Forecasting Management, SAP / Tagetik Professional, Cost Control, Cost Administration)

BNL Gruppo BNP Paribas

*From June 2007
To May 2008*

Corporate Division: **External Communication**
Area: **Retail Communications**
Role: **Retail Communications, Sponsorships and Events Officer**

- BTL Communications Materials Management I
- Point Of Sales Communications Management
- Monthly Retail Communication Scheduling Management
- Patti Chiari Comarketing Management
- Patti Chiari Communications and Events Management
- Sponsorships Accounting
- Territory Retail Events Management

Alitalia Linee Aeree Italiane S.p.A.

*From September 2006
To June 2007*

Corporate Division: **Marketing & Business Strategies**
Area: **Brand Management**
Role: **Junior Brand Manager**

- Alitalia Top Brand Architecture Management
- Sub Brand Alitalia Upgrading Projects Management
- "In Flight Services" Design and Communication Management
- Flight Crew's Image and Behavioural Management
- Web Commercial Communication Management

University Of Rome "La Sapienza"

*From October 2007
To February 2008*

University Department: **Communication Sciences**
Course: **Corporate Communication and Management Strategies**
Subject Area: **Master in Advertising and Multimedia Communication Techniques**
Role: **Adjunct Professor**

-Adjunct Professor in the annual Master in "Advertising and Multimedia Communication Techniques", in the specific subject area of Corporate Communication and Management Strategies.

IT Holding S.p.A. Group

*From October 2005
To April 2006*

Corporate Division: **External Communication**
Corporate Department: **Media, Advertising & PR**
Area: **Advertising**
Role: **Advertising and Media Planning Officer**

-Supporting Role in the Development of Gianfranco Ferré and C'N'C Costume National 2007 Worldwide ATL and BTL Communication Campaign.

Impresa Insieme S.p.A.

*From October 2003
To April 2004*

Corporate Division: **Communication**
Area: **External Relations**
Role: **External Relations and PR Officer**

- Responsabile della costruzione e del mantenimento delle relazioni con gli Stakeholder di riferimento per l'implementazione del progetto SUAP per la Pubblica Amministrazione.
- Organizzazione congressi

Prizes and Awards

Year 2013

Organization: **Mediastars – XVIII Edition**
Category: **Consumer Promotions**
Ranking: **1st Place**
Project: **IP Confederations Cup**

Year 2012

Organization: **ADC Group**
Category: **Best Digital Integrated Campaign**
Ranking: **3rd Place**
Project: **IP Passione Azzurra – Trivial Pursuit**

Other Rilevant Experiences

From January 2011

AIRC – Italian Association For Cancer Research
Supporter and Volunteer.

*From January 2005
To September 2007*

Italian Red Cross – Local Committee of Cassino (FR)
External Relations Responsible – Volunteer Activity

*From September 2004
To April 2005*

ASL – Cassino (FR)
Project Manager for The Design and the Implementation of the Project
"Marketing & Health".

Academic Qualifications and Training

January 2016

*Google Analytics. The New Web Analytics Tools and their Effective Use in
The Company. – Casp Ferpi*

July 2015

Social Media Management & Analysis – 19Novanta Communications

July 2006

Master Of Science in "Corporate Communications and Organizational
Strategies – University Of Rome "La Sapienza" – Voting 110 Cum Laude.

June 2006

*Specialization Course in "Non Conventional Marketing & Communication
Strategies" – University of Rome "La Sapienza".*

July 2004

*Bachelor's Degree in "Marketing, Communication & Management" –
University of Rome "La Sapienza" – Voting 110.*

July 2001

Scientific High School Diploma – Liceo Scientifico Sperimentale "G.
Pellechia" of Cassino (FR) – Voting 100/100.

Languages

Excellent knowledge , written and spoken , of English Language - Diploma
of X capable of "Spoken and Written English", released by Trinity College
London

Knowledge of French Language.

Computer Knowledges

Excellent Knowledge of Microsoft Office Tools (Word, Excel and Power
Point). Good Knowledge of SAP System.

Interests and Free Time

Lover of Dolphins and Marine World; supporter and active participant since

2001 of the Project "Study and Research on Bottlenose Dolphin" organized by CTS Study Center.
Practising Swimming and Running.
Participation in the "Olympic Torch Relay" of the Winter Olympic Games in Turin 2006 as a Torchbearer .
Love for travelling, Music and Friends.
Fond of Culinary Art and Design (Interior Design and Fashion Design)
Believer of the importance of the primary Values of Family and Honesty.

Other Informations:

Available for domestic and international travel, as they are considered moments of comparison and growth.

I authorize the processing of my personal data pursuant to Legislative Decree 196/03 and to the EU GDPR Regulation 2016/679.