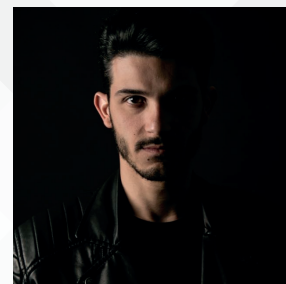


CURRICULUM VITAE ET STUDIORUM

GAETANO GITANA
Account director
Social and digital media



ABOUT ME

I'm extremely passionate about communication and consumer marketing, with **7+ years of experience on digital, social and content based platforms**. I'm a fast-paced professional, a team-worker able to go "free solo" when needed, and I had the chance to work with amazing clients, partners, creators and talents, building **expertise in the brand storytelling and creative execution for the entertainment industry**. A path rich in **diverse experiences** has given me a broad perspective on the digital advertising world and I firmly believe in **strategic creativity as a result of a data-driven approach**.

CONTACT

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Location: Milan, Italy

EDUCATION

- **Internship Jr. Account**
2016 | Brand Portal
6-Months Internship in Marketing & Communication with ATL focus on Suzuki Italia as my main client.
- **Executive Master's Degree: Mktg & Digital Communication**
2016 | Accademia di Comunicazione, Milan
Digital Marketing, Project Management, Paid Media, Social media
- **BSC in Foreign Languages**
2013-2016 | Università G.Marconi
English, German, Spanish

LANGUAGES

Italian - Mother tongue
English - C1 Proficient
German - B1 Basic
Spanish - B1 Basic

WHAT ELSE?

Thanks to a mix of passion and the opportunities my work has given me, I've grown up in the entertainment world in all its forms. I see myself as a Project Manager with a creative soul after all, I used to be a content creator myself, being a passionate photographer and videographer.

I'm a singer with a love for blues and '80s rock, and I can play a bit of guitar and harmonica.

Oh, and I'm also a climber and a biker an awesome combo for reaching stunning places, climbing to the highest spots, and creating content ... or just chilling with some good music!

WORK

ACCOUNT DIRECTOR

2024 - Today | HELLO

> SENIOR ACCOUNT MANAGER

2023 - 2024 | HELLO, Main clients: Amazon Prime Video, Ubisoft, Amazon Music, BAZR

> ACCOUNT MANAGER

2021 - 2023 | HELLO, Main clients: Amazon Prime Video, Ubisoft, Amazon Alexa

> SENIOR ACCOUNT EXECUTIVE

2019 - 2021 | HELLO, Main clients: Amazon Prime Video, Amazon Alexa, Ubisoft, Volagratis, SSML Carlo Bo

Hello is a digital creative agency and I am responsible for my own client portfolio, their ongoing communication, special activations and marketing projects in line with the global brand strategies and with a strong focus on local cultural relevance. My main tasks are:

- Project Management, I'm the main POC in charge of turning marketing plans into sharp creative briefs, coordinating and constantly working with cross-functional teams to execute those from scratch to finish. I'm on the first line searching for customer insights to tie-in with a data-driven strategy to develop campaigns able to truly connect and engage with customers.

WORK

This also includes:

- Developing a Distribution Strategy & Timeline mainly on Organic and Paid Social but also OOH, Digital OOH, TV and Radio depending on the need.
- Supervise the production for original A/V content able to incarnate and express the campaign and brand values working with valuable production partners (CDP, freelancers).
- Supervising the Creators Management (identification, negotiating, onboarding, content production) and building strategies in line with the creator's tone of voice to create valuable content for both the brand and the creator's community aiming to meet results in line with KPIs while investing in long-term relationships with them and their agencies.
- Costs control, contracts, external vendors management as I'm also responsible for the P&L with everything related to it.
- Supervising the social media ongoing communication across channels (Meta, TikTok, YouTube, X, Twitch depending on the client) making sure it's in line with the brand strategy, ToV and the latest social trends while reaching KPIs, varying whether organic or paid.
- I also supervise the development of recurring and campaign-specific reports, measuring the success of campaigns through KPIs, benchmarks, ROI, and impact by evaluating sentiment and conversation volumes. Most importantly, I define wins and misses, extract key learnings, and outline next steps for future projects-both on the campaign side but also on the internal project rollout itself.

Among the projects worth mentioning, **I had the chance to lead the creative strategy for the brand launch of Amazon Prime Video** in the Italian market, aiming to build and establish brand equity. I also supervised **the launch of the new EU6 governance for Amazon Music** aiming to centralize the EU6 communication without scarfing local relevance.

ACCOUNT EXECUTIVE

2018- 2019 | WE ARE SOCIAL, Main clients: Disney, Henkel Group

We Are Social is a Creative Agency specialised in Social and Digital communication and here I started working with entertainment clients specifically on social media .

- Project management of Disney social communication (main brands & sub brands, such as Marvel or individual movie's channels).
- Social Media & small Activations for the Henkel Group for which I focused on the 2 main brand references: Coloreria Italiana, Perlana

WORK

ACCOUNT EXECUTIVE

2017 - 2018 | CAYENNE, Main clients: Mediaworld, HUAWEI

Cayenne is a creative Agency and here I've worked with a focus on ATL and BTL production.

- Project management of the production of Point of Purchase Materials Radio promo, OOH and DOOH