

# Francesco Marchetti

## Senior Strategy & Communication Manager

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Passionate, Versatile and Experienced Senior Marketing & Communication Manager with a solid and successful job experience in managing teams to reach and overcome goals in complex Global Companies. Skilled in Storytelling, Strategic planning, Event Management, Talent Handling, Digital Strategy, Advertising and Media Relations.

### WORK

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**Event Manager at Villa Zavagli – Mostra del Cinema di Venezia** June 2022 – present:

**Chief Marketing Advisor at Vertice 360 Italia** May 2022 – present:

Responsibilities:

- Marketing, Media, PR, Digital and Creative

**Lecturer at 24 Ore Business School** June 2021 – present:

**Strategic Communications Specialist - Freelance** March 2020 – present:  
Top Clients: The Walt Disney Company, Umbria Film Commission, Marilab, BrandOn

**Professor and Scientific Coordinator at RCS Academy** February 2022 – present:

**Director of Communication at Fondazione David Hume** March 2020 – present:  
Responsibilities:  

- Managing all communication strategy, PR, Social, Partnerships and Sponsorships

**Strategic Communication & Creative Services at Fusion Communication** March 2020 – March 2022:  
Responsibilities:  

- Marketing, Communication and Creative

**Product Marketing Manager at 24 Ore Business School** November 2020 – January 2022:  
Responsibilities:  

- Product marketing
- Creative
- PR

**Guest speaker at Università Cattolica del Sacro Cuore and at Università La Sapienza** 2018 – 2020:

**Senior Marketing Manager at Twentieth Century Fox Italy** June 2013 – March 2020:  
Responsibilities:  

- Managed a team of 5 people and agencies
- Execute and control marketing campaigns analysing performance / ROI
- Overseeing meeting business goals through marketing programmes
- Coordinated Media, Creative, In-Theatre, Publicity and Digital departments
- Managed relations and reporting to Central Office (L.A.) and Regional Office (London)
- Managed and developed entire brand communication on Fox Searchlight and its line-up
- Coordinated movies launch with multiple major Companies over the years (*20<sup>th</sup> Century Fox, Fox Searchlight, Paramount, DreamWorks, The Walt Disney Company*)

#### Accomplishments:

- Developed, Managed and Coordinated marketing plan and launch of over 100 movies, including 4 of the top 15 all-time Italian BO results
- Managed an annual mkt budget of approx. €12M
- Planned and managed several co-mkt plans that brought significant additional media value (+15% on media budget - I.E.: RTL/Bohemian Rhapsody – Mondadori/Fault in Our Stars)
- Optimized budget ROI on quality targeted products (arthouse movies - I.E.: 3 Billboards – Birdman – Shape of Water) constantly over-performing Territory market share
- Awarded (locally and internationally) for Publicity, Digital mkt & Creative campaigns

January 2005 – May 2013:

#### **Head of Publicity at Twentieth Century Fox Italy**

##### Responsibilities:

- Managing Publicity Budget
- Planning and managing strategies for company and products communication
- Managing internal and external staff, agencies, consultants and key relations with press
- Organization and management of junkets, festivals and events in Italy and abroad
- Talent handling
- Reporting with Home Office and Regional Office on a daily base
- Supervision of Media Promotion

##### Accomplishments:

- Planned, organized and executed several international stunts with wide global coverage (I.E.: Monuments Men at the DaVinci Last Supper – Wolverine at the Spanish Steps)
- Developed and executed Italian first complete transition to digital for an entert. company

June 2003 – December 2004:

#### **Press Office at Twentieth Century Fox Italy**

April 2002 – May 2003:

**PR Manager** at Verdecchi Film and freelance in other movie companies.

January 2001 - March 2002:

#### **Publicity and Marketing Assistant at Warner Bros. Italia**

1990/2000:

**Videomaker** – Produced/directed shorts + video stage design at Korzo Theatre - DenHaag NL

#### **SKILLS**

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|--------------------|--------------------------|
| ✓ Flexibility      | ✓ De-escalating approach |
| ✓ Lateral thinking | ✓ People management      |
| ✓ Creativity       | ✓ Positive thinking      |
| ✓ Facilitator      | ✓ Contagious passion     |

#### **LANGUAGE**

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- ✓ English - Fluent
- ✓ Italian - Mother tongue

#### **SOFTWARE**

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- ✓ Windows Office
- ✓ Apple environment

#### **EDUCATION**

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2012: Communication management in Social Media - Sole 24 Ore Business School  
2000: **“European Master in Audiovisual and Multimedia Management”** IAT– (Magica).  
1999: **University degree in Law** with an economy line of studies - Ferrara University  
1999/2000: School of Journalism and Social Communication - C.C.P.M.Kolbe in Mestre (VE),  
1999: Movies language classes - Circolo C.Pavese in Bologna  
1993/1994: Film School Classes - “Ipotesi Cinema” in Bassano del Grappa (VI)

## HOBBIES

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Travel



Yoga



Trekking



Skiing



Photography

## ADDITIONAL EXPERIENCES

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- ✓ 2010 – Today: Co-Founder of “David Hume Foundation” for political & economic analysis
- ✓ 2006 – Today: Teaching communication in post-graduate course
- ✓ 2000: Workshop “How to produce a short” at the Detour cineclub in Rome
- ✓ 1996: 1° Prize at National Competition for Video-Poetry.
- ✓ 1995: Organization of Photography National Competition on HIV with Oliviero Toscani.
- ✓ 1993: Finalist at “Premio Adelio Ferrero”, National Competition for young movie journalists.
- ✓ Voluntary work for Anlaids

*Born in Castelfranco Veneto (TV) January 2nd, 1972*

*Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base all'art. 13 del D. Lgs. 196/2003 e all'art. 13 GDPR 679/16.*