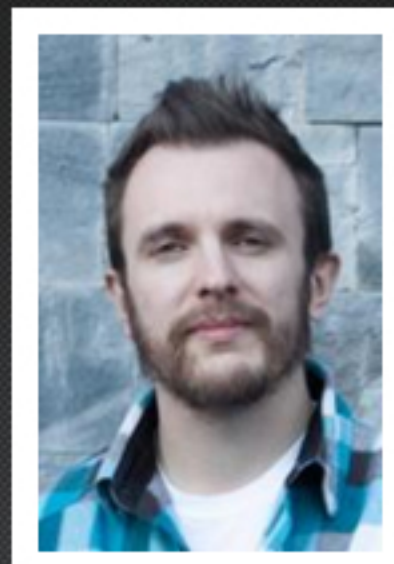


Andrea Menandro



w: www.andreamenandro.com

e: amenandro@gmail.com

m: +39 340 6804627

a: Milan, Italy

You can also find me on:



WORK EXPERIENCE

Senior Digital Manager

Nov 2013 - present



[The Coca-Cola Company](#)

- Leading the digital strategy, platforms, social marketing strategy/implementation and interactive contents for Coca-Cola in the Central and South Europe business unit (24 countries).
- Focusing on Always-On campaigns and contents
- Leading the creation, management and implementation of interactive pan-European campaigns
- Managing budget for the specific interactive campaigns/productions in the brands' portfolio
- Inspiration, motivation, scouting and management of creative, technical and social agencies
- Building relationships with key internal and external stakeholders
- Building and leveraging digital capabilities in the company

Digital & Social Media Manager

Oct 2012 - Nov 2013



[Guess Europe](#)

- Develop and execute EMEA digital and social media strategy
- Working in team with the US team and the e-commerce team, coordinate the website project
- Implementing social media strategy (campaign activities, contents creation, buzz and trends monitoring)
- Support the Press & PR team to develop an online PR strategy
- Work in partnership with CRM team to supervise the digital communication to our end consumer

Interactive Project Manager

Apr 2011 - Sep 2012



[Dolce&Gabbana](#)

- Mobile Sites and Apps
- Social Media and Desktop Apps
- Video Streaming
- IPTV and Connected TV

Webmaster

Sep 2009 - present

[Cool & Contagious](#)

Webmaster and Web Project Manager di [Cool & Contagious](#), independent blog about lifestyle and fashion

Web Project Manager

Jan 2010 - Mar 2011



[Digital Magics](#)

- **FanLive Soccer**: Web Project Manager and Social Media Manager of Italian Serie A and Serie B fantasy game
- **SingRing**: Web Project Manager and Content Editor
- **Live!**: Live Music Channel Content Editor

Web Project Manager

Jul 2009 - Jan 2010



- Corporate websites and communities for international customers (SKY, Adidas, Atahotels, Plasmon, etc.)
- Key Account

Web Project Manager

Jul 2008 - Jun 2009



- Corporate blogging and Web 2.0 projects for international customers (Telecom Italia, Reply, Jagermeister, Olio Carli etc.)
- Conception and development of online communication events
- Blog content editor
- Advertising: interface with media agencies

Marketing Specialist

Oct 2008 - Jun 2008



[Microsoft](#)

- **Events**: planning and execution of medium-high communication events
- **Marketing and Communication**: marketing and communication activities planning and execution for small-medium Partners, Dynamics and Antipiracy
- **Accounting**: communication agency relation management
- **Advertising**: online and offline campaigns

EDUCATION

LIUC UNIVERSITY (2001-2007)

Business Economics

Information and Communication management graduate studies

Vote: 107/110

Erasmus at Vrije Universitet, Amsterdam

Leonardo da Vinci Scientific High School, Gallarate (VA) (1996-2001)

High School

COMPUTER SKILLS

Tools

- SO Windows & OS X
- Microsoft Office
- Adobe Photoshop
- Web 2.0 tools
- Social Media Management
- HTML and basic Javascript

LANGUAGES

- Italian (mothertongue)
- English (excellent written, excellent spoken)
- German (basic written, basic spoken)

EXTRA

Other activities

- [Three Steps To The Ocean](#) bass player, instrumental rock band (more than 100 concerts in Europe)
- [The Diving Room](#) blogger and owner
- Sports: basketball, soccer, gym, surf