

# GIULIO LIZZI

Marketing and Communication  
Specialist

## CONTACT DETAILS

## TECHNICAL SKILLS AND LANGUAGES

Technical:

- HubSpot
- WordPress
- Salesforce
- Google Analytics
- Google ADS
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator

Languages:

- Italian - mother language
- English - C1.2
- French - B1.2

Driving licences and others:

- A3,
- B,
- Powerboat licence
- Sailboat licence
- SSI Advanced Diver

I hereby authorize the use of the personal data personali contained in my curriculum vitae, accordingly to the art. 13 of the D. Lgs. 196/2003 and the art. 13 GDPR 679/16.

## WORK EXPERIENCE

### MARKETING AND COMMUNICATION SPECIALIST

Cybertec/Zucchetti | Trieste (TS) | January 2020 - today

- Marketing and communication activities coordination
- Marketing plan drafting
- CRM (Hubspot) management and fulfillment
- Search Engine Marketing (SEO and PPC)
- Suppliers coordination (graphic agencies, communications, internet sites UX/UI)
- Mother company and group companies coordination

### MARKETING AND COMMUNICATION

Cybertec | Trieste (TS) | January 2017 - December 2019

- Brand identity, internet site, company logomark and logotype
- Video, photo and text contents creation
- Social media profiles management
- Suppliers coordination

### RACING SERVICES AND DEVELOPMENT

Alpinestars | Asolo (TV) | January 2016 - December 2016

- MXGP World Championships activities coordination
- Athletes relationships management, in the World Championships of MXGP, SX, Enduro, Trial, Rally Raid, Supermotard
- Riders technical support during the world championships races
- Product research and development
- Media and Teams relationships management

### YACHT AGENCY COORDINATOR

Pesto Sea Group | Portofino (GE) | April 2015 - December 2015

- Yachts owner and teams support
- Mandatory bureaucracy and declarations
- Organizational support for the MYBA Charter Show

## EDUCATION

### DIGITAL MEDIA MARKETING

University of Padua | Padua (PD) | 2024-today

### MASTER DEGREE IN STRATEGY AND BUSINESS CONSULTING

University of Trieste | Trieste (TS) | 2022 - today

### MASTER OF SCIENCE IN INTERNATIONAL BUSINESS

Iéseg School of Management | Paris (FRA) | 2016

### POSTGRADUATE INTERNATIONAL SUMMER ACADEMY

Iéseg School of Management | Paris (FRA) | 2014

### BACHELOR DEGREE IN ECONOMICS, INTERNATIONAL TRADE AND FINANCIAL MARKETS

University of Trieste | Trieste (TS) | 2014

## REFERENCES

"Giulio is an hard worker, he was responsible for dealing with VIP clients, in charge with accounting department and he showed professional skills in the shipping and yachting industry" Massimiliano Pesto — Pesto Sea Group

10 marzo 2025

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