

TOMMASO LUCENTINI

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Flat 332 Fellows Court, E2 8LA, London, UK

Spent early mornings and late nights to get curious about crowdsourcing, digital marketing, social media, startups, career consulting.

- Built the largest Italian End Customers Crowdsourcing community with over 80k + community members
- 40+ Clients I have assisted with their job searching activities with the iTalentJob consultations
- 5+ Years of international experience in Crowdsourcing, marketing and public relations
- 1 Business I have successfully created and brought to the first stage of a business accelerator

Professional Experience

Crowdsourcing Best Practice Director – Promoted from Community Manager <http://www.crowdville.net/>
Clariter Ltd, London and Rome Nov 2015 – Present

- Community Management - Acquiring new community members through various marketing strategies and nurturing existing members with email marketing campaigns and first level customer service. Acquired more than 80k crowdors so far
- Managing the largest international branch of our company, with a team of 12 people who lead community management and project management operations in multiple countries
- Contributing in internationalising our business in different European countries and building new services for our community members
- Making sure company has the right workflow, processes and services in place, maximising quality and efficiency both in our daily tasks and yearly goals

Marketing Director <http://www.claritergroup.com/>
Clariter Ltd, London and Rome Mar 2018 – Present

- Promoted from Community Director. In charge of the global marketing strategy of Clariter Ltd (Owner of Crowdville brand)
- Involved in internationalisation efforts of the group. Communicating our company values and managing our brand identity

Founder and Business Developer <https://italentjob.it/>
iTalentJob, Milan & London Feb 2013 – Present

- Developed business idea, branding, website concept and website creation.
- Helping clients build self-marketing strategies including, but not limited to, web reputation, social media management and basic SEO techniques, in order for them to find their career path.
- Delivering paid job consultations to people who want to achieve an extraordinary career moves.

Official Mentor <http://geniusin21days.co.uk/>
Genius in 21 Days, London May 2017 – Nov 2018

- Mentoring students after the course in a range of different learning techniques, including speed reading, fast memorisation, long term memorisation, mind mapping, relaxation and concentration, creativity.
- Attending weekly trainings focused on personal growth in different areas: public speaking, communication, leadership, time management, personal relations;

- Assistant Coach for the "Your One" course in Florida, USA (May 2017) where my key responsibility was to help students during the course and during daily team meetings. The "Your One" course cover different areas of personal growth.

Crowdsourcing Ambassador <http://crowdsourcingweek.com/>

Crowdsourcing Week, London

Sep 2016 – Sep 2017

- Sharing and evangelising the crowdsourcing world via offline and online networks.

New Business and Marketing Assistant <http://www.piglobal.com/>

pi global, London

Nov 2014 - Aug 2015

- Responsible for communicating about branding and design innovation through our digital channels including Twitter and LinkedIn. Ensuring our digital channels were updated daily and sharing stats internally.
- Managed the global PR plan, managing the process from the beginning, ensuring the PR was written, the HR visual were ready and managing the relations with our press contacts, building new relations with different publications and sending the PR to our distribution list.

Intern Fellowship Researcher <http://www.thaitch.org/>

Thai-Italian Chamber of Commerce, Bangkok

Aug 2013 - Dec 2013

- Acquired a critical understanding of the fast-paced business environment with a particular focus on the ASEAN community.
- Generated increased company sales by 15% as a result of online PR activities and attended fairs and events in order to engage prospective clients.
- Improved email marketing strategies and thereby increased subscription by an additional 250 new members in three months.

Education

Bachelor's degree in Public Relations and Corporate Communication – 2:1 <http://www.iulm.it/>

IULM University, Milan

Oct 2010 - Jul 2013

- Graduated in the top 5% of the course (Comparing time and mark)
- Key subjects: Marketing, Public Relations, Communication, Economy, Advertisement

Professional Courses / Relevant Qualifications

Jolt –Not an MBA® Program.

Jan 2019 - Present

Genius in 21 days (Studied tailored learning techniques).

Dec 2011 - Apr 2016

Marketing strategy to reach 1 million people – Udemy

Dec 2015

Growth Hacking with Digital Marketing (Masterclass Series) – Udemy

Dec 2015

Personal Interests

Travelling - having visited more than 15 countries in 3 continents

Reading - avid reader of business and personal development literature

Sports - have played competitive football for ten years and wind-surfed for two

Technology, crowdsourcing and innovation