

TOMMASO LUCENTINI

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London, UK

Career Profile

I am an ambitious and target driven professional with a strong motivation to disrupt the talent and recruitment industry. I have a background in Marketing and Communication and during the last 2 years, I specialised in talent management, project management, career coaching and recruiting.

Some of the achievements I am mostly proud of:

- Created and marketed my own **online academy** to help people looking for their next job and redefining their career. The best course counts **more than 3.500 subscribers** since September 2021.
- Built the largest Italian **beta testing online community** by recruiting **over 100k community members**.
- **Promoted 4 times in 7 years** within Clariter Group, reaching a partner role and Group Marketing Director, creating digital sales strategy, employer branding and corporate communication.

Experience

Principal Recruitment Consultant <https://www.3search.co.uk>

3Search, London, Mar 2022 – Present

- I help companies and talents in the Marketing Analytics, Data and Insight find each other
- Worked for the first 3 months in the Executive Search Team in Marketing and Product, spoke with 200 senior candidates in 3 month and built brand awareness for Product recruiting

Founder and Business Developer <https://italentjob.com/>

iTalentJob, London, Feb 2013 – Present

- Reached over 3500 subscribers to our online course to help people find a job during the pandemic. Created over 5 hours of digital content for people to learn strategies to develop their career.
- Coached more than 100 people to help them define their career path and find their next job.
- Advising companies with bespoke recruitment services to hire the best talents for their teams. Created specific job ads with an innovative skill assessment to promote an unbiased and effective recruiting process.

Group Marketing and Crowdsourcing Best Practice Director <https://www.claritergroup.com/>

Clariter, London, Nov 2015 – Mar 2022

- Recruited over 100k community members involved in short freelance jobs with big companies by sharing paid opportunities on relevant channels: industry websites, social media, job boards, traditional media.
- Leading my team of 10 employees to achieve expected client results and growth targets. Specialised in recruiting, coaching, motivating, creating, and executing custom development plans for each individual.
- Responsible for the group marketing strategy and implementation, focused on digital external and internal communication in 4 languages and strengthening employer branding to attract candidates.
- Account Manager and consultant for the crowdsourcing best practice for over 100 projects. Responsible for receiving client briefs, creating a strategy to implement a plan and a strategy to achieve and exceed expectations.

Official Mentor <http://geniusin21days.co.uk/>

Genius in 21 Days, London, May 2017 – Nov 2018

- Coached and mentored students after the effective learning course in a range of different learning techniques, including speed reading, fast memorisation, long term memorisation, mind mapping, relaxation and concentration, creativity.
- Contributed to generating over £20,000 in sales of personal improvement courses with an average sale of £2,000 for each course.

New Business and Marketing Assistant <https://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.

Intern Fellowship Researcher <http://www.thaitech.org/> Thai-Italian Chamber of Commerce, Bangkok, Aug 2013 - Dec 2013

- Generated increased company sales by 15% as a result of online PR activities and attended fairs and events in order to engage prospective clients, increased subscriptions by 250 new members in 3 months.

Education

Bachelor's degree in Public Relations and Corporate Communication – 2:1 <https://www.iulm.it/> IULM University, Milan, Oct 2010 - Jul 2013

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

Professional Courses / Relevant Qualifications

Future of Work Expert <https://www.radicalhr.it/> Radical HR club – Oct 2021 – Present

- Achieved the certificate of “Future of Work Expert 2022” by writing the guide “Talent Management, challenges and opportunities during the great resignation”
- Learning new skills related to the HR industry, including but not limited to: talent management, recruitment process, agile HR and smart working.

Jolt –Not an MBA® Program, Jan 2019 – Feb 2021

Personal Interests

Travelling - having visited more than 17 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, innovation and recruitment.