

FRANCESCO DI TILLO

Communication & Partnerships Manager



05\1984



Bologna IT



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PROFESSIONAL SUMMARY

Dynamic and strategic **Communication & Partnership Manager** with **15+ years of international experience in corporate communications, stakeholder engagement, partnership development, strategic communication, public engagement, event management, and digital storytelling.**

Proven ability to build cross-sector collaborations, strengthen relationships with institutions, companies and communities, and lead communication projects that generate measurable social, cultural and environmental impact. Passionate about sustainability, international cooperation and communication as a driver of positive change.

MAIN WORK EXPERIENCE

MARKETING & COMMUNICATION MANAGER

Draghetti Srl – Bologna IT

2021-Present

Key Achievements:

- Increased digital engagement by +30%, implementing advanced content marketing and paid advertising strategies.
- Achieved 100% of Renault Group's KPIs, securing multiple performance-based company awards.
- Led a team of 3 CRM specialists, improving customer satisfaction (NPS) by +25%.
- Organized 20+ major promotional events and secured 5 national sponsorships, including the SustainaBol Festival.
- Implemented corporate sustainability initiatives, including solar panel installation (40% of energy needs covered) and waste management program (recycling rate at 90%).

KEY SKILLS

Communication & Partnerships Manager

- ✓ Strategic Communication
- ✓ Corporate Communications
- ✓ Stakeholder Engagement
- ✓ Partnership Development
- ✓ Public Engagement
- ✓ Community Engagement
- ✓ Corporate Storytelling

Institutional Relations & Leadership

- ✓ Institutional Relations
- ✓ International Cooperation
- ✓ Cross-sector Collaboration
- ✓ Public Speaking & Facilitation
- ✓ Project & Budget Management
- ✓ Team Leadership
- ✓ Negotiation & Relationship Building

Sustainability & Impact

- ✓ Sustainability Communication
- ✓ Cultural Innovation
- ✓ International Projects
- ✓ Event Management
- ✓ Advocacy & Awareness Campaigns
- ✓ Social Impact Communication
- ✓ Digital Communication Strategy

Key Responsibilities:

- Development and execution of monthly and quarterly marketing strategies aligned with Renault Italia and Renault France guidelines.
- Coordination with Sales, After-Sales, Maintenance, and Rental departments to optimize marketing efforts.
- Management of paid advertising campaigns
- Content creation and social media strategy to boost brand awareness and online conversions.
- Planning and execution of B2B and B2C events, trade fairs, and PR initiatives.

COMMUNICATION & MARKETING CONSULTANTCarbonchi CTI Srl - Valsamoggia IT **2019-2021****Key Achievements:**

- Developed a new brand identity and corporate communication strategy, increasing brand awareness by 40%.
- Led SEO and content marketing projects, driving organic website traffic growth by 50%.
- Established a customer loyalty program, improving client retention by 20%.

Key Responsibilities:

- Strategic marketing consulting and brand positioning for SMEs.
- Development of website content, social media campaigns, and paid advertising.
- Planning and execution of corporate events and sponsorships.
- PR and media relations management.

COMMUNICATIONS STRATEGY CONSULTANT & CONTENT CREATORAurore Audiovisivi - Bologna IT **2018-2020****Key Achievements:**

- Produced 8 marketing videos for major clients in Italy and abroad.
- Managed social media and video content strategy, increasing audience engagement by 50%.
- Organized 5+ promotional events, supporting brand activations and public relations.

Key Responsibilities:

- Development of multimedia content for corporate clients.
- Management of YouTube & social media video campaigns.
- Consulting on visual storytelling and brand strategy.

 LANGUAGES**English** (Advanced – Professional Working Proficiency)**Portuguese** (Advanced – Professional Working Proficiency)**Spanish** (Intermediate – Conversational Proficiency)**EDUCATION & CERTIFICATIONS****Master Degree** - Sustainable Marketing, Media & Creativity | Cambridge University**Master Degree** – Economics, Management & Marketing of Cultural Industries (2008 – 2009) | University of Tor Vergata, Rome IT**Master Degree** – Contemporary Art & New Media (2002 – 2007) | Accademia di Belle Arti, Bologna IT**CERTIFICATIONS & SPECIALIZED TRAINING**

- **Google Ads Certification**
Google Skillshop
- **HubSpot Inbound Marketing Certification** | HubSpot Academy

**PROFESSIONAL PROFILE**

- **International communication** professional with experience **connecting businesses, institutions and communities.**
- Passionate about **sustainability, social innovation** and **cross-sector collaboration.**
- Fluent in English and Portuguese, with **extensive international experience.**

SELECTED PROJECTS

- Led communication strategies and stakeholder engagement for Renault & Dacia, collaborating with Renault Italy and Renault France.
- Coordinated sponsorships and partnerships with institutions, cultural organizations and community initiatives, including the SustainaBol Sustainability Festival.
- Managed international communication and cultural projects across Italy, Brazil, Chile and Europe.
- Developed sustainability communication initiatives promoting environmental awareness and organizational change.

DISCOVER MORE

[Click here](#) or scan to explore selected projects, expertise and professional profile.



“ CLOSING STATEMENT

*For every action, two solutions;
for every problem, two opportunities.*



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