



Alessandro Borsato

Date of birth: 27/07/1999 | **Place of birth:** Verona, Italy | **Nationality:** Italian | **Gender:** Male |
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ABOUT ME

Marketing and Project Manager with proven experience in designing and executing innovative strategies across B2B and B2C sectors. Skilled in event organization, influencer collaborations, digital communication, and project management. Strong ability to build networks within local communities, drive brand engagement, and deliver creative field marketing initiatives.
Passionate about **extreme sports (wakeboarding, skydiving, snowboarding)** and convinced that sport and culture are powerful tools to inspire people and create authentic consumer connections — values that perfectly match the Red Bull philosophy.

WORK EXPERIENCE

 **LINO'S & CO**
Website www.linos.co

PROJECT MANAGER – 02/2023 – CURRENT

- Designed and implemented tailored marketing and communication strategies for brands in tourism, automotive, wine, and industrial sectors.
- Organized local events and marketing activations, including collaborations with influencer @francescofurlani and @marcbrente, engaging communities and creating authentic brand experiences.**
- Developed storytelling and branding strategies to strengthen client identity and consumer engagement.
- Built and maintained strong client relationships, ensuring excellent end-to-end project delivery.
- Leveraged LinkedIn strategically to expand B2B brand presence.

 **VOLER.AI**
Website <https://voler.ai/>

PROJECT MANAGER – 05/2023 – CURRENT

- Provided strategic consultancy and digital solutions to SMEs, improving client performance and satisfaction.
- Designed customized applications for tourism and cultural institutions, enhancing visitor experiences.
- Delivered training on Artificial Intelligence for the automotive sector, empowering sales teams with innovative tools.
- Led strategic projects combining digital innovation, marketing, and customer relationship management.

EDUCATION AND TRAINING

Verona, Italy
BACHELOR'S DEGREE IN ADVERTISING AND MARKETING – IUSVE Istituto Universitario Salesiano Venezia
Address Via Regaste San Zeno 17, 37123, Verona, Italy | **Website** iusve.it | **Field of study** Comunicazione e Marketing

LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **SKILLS**

Field Marketing & Consumer Engagement | Event Organization & Influencer Marketing | Community Building & Networking | Digital & Social Media Marketing | Project Management & Strategic Consulting | Artificial Intelligence

Autorizzo il trattamento dei miei dati personali presenti nel CV ai sensi dell’art. 13 d. lgs. 30 giugno 2003 n. 196 - “Codice in materia di protezione dei dati personali” e dell’art. 13 GDPR 679/16 - “Regolamento europeo sulla protezione dei dati personali”.