

FABRIZIO ALIANI

SKILLS

- Digital Marketing
- Email & Mobile Marketing
- Customer Management
- Start up
- New Business
- Negotiation and selling

LANGUAGES

- Italian (*Native*)
- English (*Full Professional*)

WORK EXPERIENCE

FOUNDER AND OWNER, GENERAL MANAGER – DIGINET SRL 2003 - Present

I founded Diginet in 2003 as a digital agency and then turned it into a customer care excellence center with more than 15 employees.

Our brands: DigitalContact, TuaSegretaria, BravoCRM, NewsletterItalia, iMobileYou

We provide digital agency services: websites, apps, newsletter and SMS platforms, Whatsapp marketing, CRM, consultancy on digital business, videomaking for events, brands and products.

FOUNDER AND OWNER – DIGITAL CONTACT SRL 2012 – Present

Digital Contact is a spin off from Diginet srl to give boost and vertical focus to core competencies on Customer Care Management.

- We provide customer care and contact center services using phone, email and web chat.
- We are specialized in lead generation and lead qualification from digital advertising channels as Google, Facebook, Instagram, Linkedin. We also support radio and tv sales and ads with high capacity geographic numbers or toll free numbers.

VICEPRESIDENT AND OWNER – THE MOBILE LIFE LTD 2007 – 2012

The Mobile Life is a multinational developer of mobile solutions and apps for iphone and android. Offices are located in Singapore, Stockholm, Kuala Lumpur and Parma.

BUSINESS DEVELOPMENT MANAGER - BUONGIORNO SPA 2000 – 2006

Early stage investor and Business Development Senior Manager in Buongiorno spa, the most important online and mobile company at the beginning of internet business. Listed on Milan Stock Exchange.

Responsible for Online and Media Partnerships. Responsible for online budget in Italy with a strict control on results and margins. My team was made by 7 people and I reported to our Country Manager.

STOCK MARKET FUND MANAGER - SIMGEST SIM 1998 – 2000

Responsible for European stocks investment strategy; balance sheets analysis on media and internet companies; technical analysis on main stock markets; company and business plan evaluations.

EDUCATION

POLITECNICO DI MILANO 1991 – 1997

Degree, Management and Production Engineering