

Davide Nicolò Pisu Randaccio

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WORK EXPERIENCE

April 2019 - Currently

PORTS 1961 / Milano - Communication and Marketing Director

The role engages in the lead and execution of all Marketing and Communication activities working closely with the Owners, Creative Director and internal/external stakeholders on all short and long terms strategies across Commercial, Financial, Business Development, Integrated Marketing, Trade Marketing, and Go-To-Market.

Yearly Budget: 6M | Team: 3 resources

November 2018 - April 2019

STELLA McCARTNEY / London - Senior Digital Communication Manager

In the lead-up to the Winter 2019 runway show at Opera Garnier in Paris, we launched the #ThereSheGrows campaign, setting out to help save the endangered Leuser Ecosystem from deforestation.

We launched the campaign with a heartfelt Instagram video message from Stella, dedicating a tree to her mother Linda and inviting others to do the same with #ThereSheGrows. Stella donated to environmental not-for-profit Canopy on behalf of everyone that took part, who's vital work protects the Leuser Ecosystem and endangered forests across the world.

January 2017 - November 2018

ROBERTO CAVALLI / Firenze - Senior Media and Digital Communication Manager

In charge of further developing the Digital Marketing, Media, Communication, Influencer Marketing and Ecommerce for the 4 main lines and 32 licences:

Roberto Cavalli couture, Roberto Cavalli, Just Cavalli, Cavalli Class, Roberto Cavalli Junior, Roberto Cavalli Home, Roberto Cavalli Eyewear, Just Cavalli Eyewear, Roberto Cavalli Watches, Just Cavalli watches, Roberto Cavalli perfume, Just Cavalli perfume, Roberto Cavalli chocolate, Just Cavalli clubs.

Thanks to a profound understanding of the market needs and the brand's heritage, we successfully re-designed, re-branded and re-launched Roberto Cavalli and all its extensions, presenting it WW with a strong 360 degree integrated marketing strategy.

Yearly Budget: 13M | Team: 7 resources

November 2015 - Jan 2017

JB MEDIA / Milano - Senior Advertising Manager

JB Media's portfolio manager - Dazed, Another, Purple, Numèro, Highsnobiety - I entertained commercial relationship with the main Italian clients: fashion, design, watches & jewelry, automotive.

The challenge, alongside the achievement of commercial objectives, was to manage brand relationships by acting as an intermediary between the client and the publisher's on/offline department, accompanying them from classic print advertising opportunities to new integrated native digital solutions.

December 2010 - November 2014

JIL SANDER / Milano - Advertising and Marketing Manager

At Jil Sander I worked under the creative direction of Raf Simons, Jil Sander and Rodolfo Paglialunga.

Digital as we conceive it now was still in its infancy, the primary focus was on identity, presenting collections, public relations with press and customers and never losing momentum.

- Development of the global media plan strategy for Jil Sander, Jil Sander Men, Jil Sander Navy.
- Relaunch and redesign of the corporate platforms.
- Relaunch and redesign in of the e-commerce.
- Production of 4 runway shows per year.
- Coordination of special events, cross industry partnership and store openings.
- Validating and fulfilling requests of information from retail, wholesale partners and press

Yearly Budget: 2M | Team: 3 resources

EDUCATION

2009 - 2010

"Ateneo Impresa S.p.a." - Rome

Master in Communication and Marketing of Fashion and Luxury Goods

2006 - 2009

"La Sapienza" University - Rome

Bachelor in Fashion and Costume - Economy department

SKILLS

Languages: Italian: mother tongue, English: fluent (written and spoken), French: intermediate.

Computer knowledges: Photoshop, Indesign, Meta, Google Ad words, Google analytics, Keynote, Powerpoint.

PERSONAL DESCRIPTION: Ambitious & visionary.

PERSONAL LIFE: Professional swimmer, Illustrator, Street Artist, Poet.