

CURRICULUM VITAE ET STUDIORUM

Mirco Bertola

Group Account Director |
Director Sport at We Are Social
Milan, Lombardy, Italy



CONTACT

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TOP SKILLS

- Marketing Communications
- Advertising
- Digital Marketing

LANGUAGES

- English

SUMMARY

Passionate and calm, I keep on considering advertising as the best job in the world. I've been working in communication agencies since 2008 having the chance to face different industries, from entertainment to travel, from sport to healthcare, from financial services to FMCG, and many more.

What I've learned so far is that if you are able to put people and ideas at the center of your work, you can be effective in every one of these industries.

EXPERIENCE

WE ARE SOCIAL

8 years 6 months

GROUP ACCOUNT DIRECTOR | DIRECTOR SPORT

June 2021 - Present (2 years 7 months)

Milan, Lombardy, Italy

EXPERIENCE

I am responsible for a wide portfolio of agency clients, including the sports business unit.

I work and have worked with brands like Ferrari, adidas, Lega Serie A, Blizzard Tecnica, Juventus, Pirelli, Essity and others.

My role involves overseeing projects from strategy to execution, including negotiations and contracts.

I am actively engaged in the agency's business development, both proactively and in delivering pitches across various industries.

SENIOR ACCOUNT DIRECTOR

July 2019 - June 2021 (2 years)

Milan Area, Italy

Responsible for Netflix, BMW Group, Sephora, IKEA, MSC accounts.

Previously I worked on The Walt Disney Company, Pirelli, ING Direct, Barilla.

Sponsorship and Henkel accounts in Italian and international market.

Active role in social media strategy, creative proposal development, brand positioning and activation projects for these clients and in new business activities, including international project.

ACCOUNT DIRECTOR

October 2017 - July 2019 (1 year 10 months)

Milan Area, Italy

Responsible for The Walt Disney Company, ING Direct, Barilla Sponsorship and Henkel accounts in Italian and international market.

Active role in social media strategy, creative proposal development, brand positioning and activation projects for these clients and in new business activities, including international project.

SENIOR ACCOUNT MANAGER

July 2015 - October 2017 (2 years 4 months)

Milan

We are a conversation agency. We help brands to listen, understand and engage in conversations in social media.

We're a new kind of agency, but conversations between people are nothing new. Neither is the idea that 'markets are conversations'.

We're already helping Pirelli, ING Direct, Henkel, Bnl Bnp Paribas, Kraft Foods, Coca Cola, Ford, Bic and WWF.

EXPERIENCE

24ORE BUSINESS SCHOOL

Executive Teacher

February 2016 - Present (7 years 11 months)

Milano

Digital media, creative strategy, budget simulation, editorial strategy and project management.

UNIVERSITÀ CATTOLICA DEL SACRO CUORE

Docente Master Corporate Communication

January 2020 - Present (4 years)

Milano

Corso di Social Media Marketing & Communication, Master Corporate Communication, Facoltà di Economia e Scienze Linguistiche e Lett. Straniere

TBWA

4 years 11 months

ACCOUNT MANAGER

May 2013 - July 2015 (2 years 3 months)

Milan

Responsible for clients in Italian and international market + new business pitch. Main clients I worked for: Apple, Alpitour, Menarini, Unilever Algida, Sipra (Rai Pubblicità), Google, Pitch for new business TBWA\

SENIOR ACCOUNT EXECUTIVE

August 2012 - April 2013 (9 months)

Milan Area, Italy

Responsible for clients in Italian and international market + new business pitch. Main account: Eli Lilly, Menarini, Apple, Alpitour and Dompé.

ACCOUNT EXECUTIVE

September 2010 - July 2012 (1 year 11 months)

Milan Area, Italy

Specific knowledge in healthcare and pharma markets.

Main clients handled: Menarini (Vivin C, Fastum Gel, Enantyum), Dompé (Oki task, Oki I&D, Fluifort, Levotuss), Danone (web community ViviDanone), Amplifon, Nestlé Healthscience (all nutritional products), Eli Lilly (Cialis), Pfizer (Puraflor).

EXPERIENCE

SUDLER & HENNESSEY

2 years

ACCOUNT EXECUTIVE

March 2008 - August 2010 (2 years 6 months)

Client management (TNT Post, Rottapharm, Bayer, ANIFA, Supradyn, Bristol Myers Squibb, Lundbeck, Novartis, Amgen Dompé)

strategical positioning and branding campaigns, events and conventions, communication campaign concepts (ATL and BTL).

Mediation between client's needs and creative unit in the agency.

I take part in advertising budget pitch.

ACCOUNT ASSISTANT

2008 - 2009 (1 year)

METRO CASH AND CARRY

Resident Merchandiser

November 2004 - December 2006 (2 years 2 months)

Stable merchandiser (Pelikan - office and school products)

EDUCATION

UNIVERSITÀ CATTOLICA DEL SACRO CUORE

Master Degree, Marketing, advertising and communication
(2006 - 2008)

UNIVERSITÀ DEGLI STUDI DI MILANO

Degree, Communication
(2003 - 2006)