

Giuseppe Carito

(he/him)

ABOUT ME

22 | Dec | 1992

Milan

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Digital & Media Specialist with 6+ years of experience spanning top agencies (VML, CPM, Omnicom) and brand-side roles.

Today I lead media and digital strategy for seven Campari Group brands — Aperol, Crodino, Cynar and more — managing a €7.5M+ budget across paid media, TV, CTV, OOH, social, CRM and e-commerce.

From launching Aperol's first-ever TikTok logo take-over in Italy to amplifying large-scale live events with 6,000+ attendees alongside artists like Achille Lauro, Rkomi, Rose Villain or Gaia and building sport partnerships such as Cynar x Venezia FC, I turn strategy into activation at scale.

I also drive always-on e-commerce and Amazon Ads across the full portfolio. I thrive on complexity: multiple brands, multiple agencies, one coherent vision — always delivered with precision.

PROFESSIONAL SKILLS !!

Digital Marketing Strategy
Social Media Marketing
Marketing Management
Media Planning
Omnichannel Marketing Strategy
Content Strategy
E-Commerce Marketing
UX & UI Management

BRANDS I WORKED WITH

Aperol	Wild Turkey
Campari Soda	ABB
Crodino	Whirpool
Averna	Burger King
Braulio	American Express
Cynar	

LANGUAGES

Italian | Mother tongue
English | Fluent

WORK

Media & Digital Specialist
Campari Group | 2022 | Now

Marketing Specialist
Raffles Milano | 2022

Junior Project Manager
Wunderman Thompson | 2021

Client Service Executive
CPM Italy (Omnicom) | 2020

Junior Business Analyst
The-RoS S.r.l. | 2020



EDUCATION

Master's Degree in Marketing and
Communication
IULM University | Milan

Bachelor's Degree in Linguistic and
Cultural Mediation
Università degli Studi di Milano | Milan

10/10

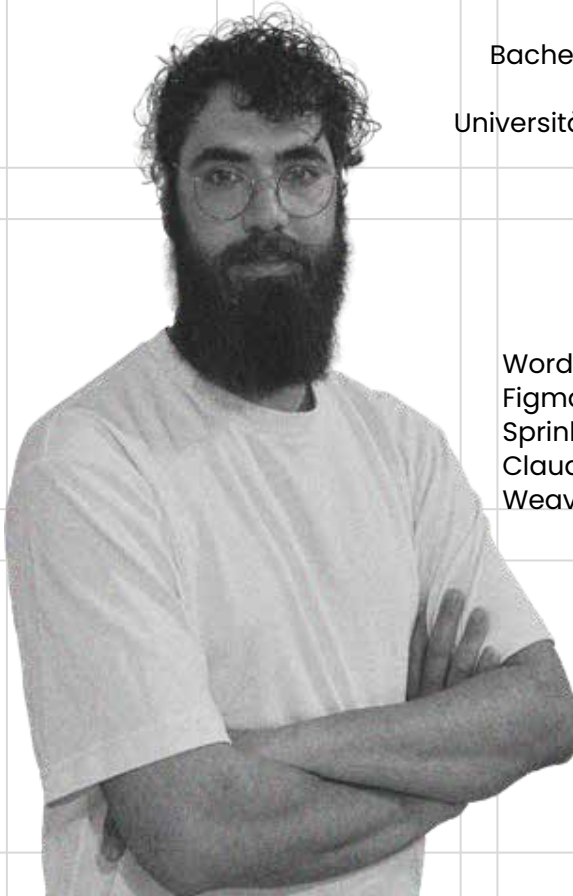
MARTECH SKILLS

Wordpress
Figma
Sprinkl
Claude
Weavy

Photoshop
Illustrator
Lightroom
DaVinci Resolve
MS Office

INTERESTS & HOBBIES

Music
Travel
Movies
Manga and Anime
Gaming
TV Series



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CAMPARI GROUP – MEDIA & DIGITAL SPECIALIST

SEP 2022 | NOW

Brands: Aperol, Campari Soda, Crodino, Cynar, Braulio, Averna, Wild Turkey

- Management of all brand-related Media and Digital activities (+7.5mio budget) (Social Media, CRM, Websites, Digital Platforms, Paid Advertising, Videostrategy, Programmatic, TV, CTV);
- Launch of Aperol "Chiedi l'Originale" Campaign in 2026 (TV, CTV, Worlds 2026) (+550 GRPs)
- Launch of Aperol TikTok profile in 2026. Strategy and content creation on "21st of June" campaign in 2026 with Aperol "TikTok Logo Take-over", first time for an alcoholic brand in Italy (+6.5 Reach and 23mio Impression in 24h, sentiment 98% positive, VTR +15% vs benchmark);
- Supporting digital amplification of Aperol Rock in Venice and Rock in Rome events (+6.000 attendees) in collaboration with Rockin'1000 and artists Achille Lauro and Rkomi. Production and digital amplification of 5 branded music videoclips (+25mio views on YouTube);
- Coordinating social and digital strategy with the aim of supporting Aperol activities on the Italian territory (Districts Padua and Lecce in 2022, Omnichannel activities in 2023, Estate Aperol Omnichannel Contest 2024, 2025 and 2026);
- Content creation, agency coordination, digital and social strategy for the amplification of the Aperol DroneShow (+8mio views on YouTube), RoseVillain and Gaia concerts during the Festa del Redentore 2024 and 2025 (Venice);
- Content creation, agency coordination and digital and social strategy for the amplification of Rose Villain's concert at Terrazza Aperol Milano in Piazza Duomo;
- Strategy, production and planning of the Crodino TVC launch "Crodino. Analcolico sorprendente. Gusto travolgente" and "Prendila alla Leggera, stappa un Crodino";
- Strategy, production, content creation and amplification (Digital and TV) of the partnership between Cynar and Venezia FC;
- Creation of the web pages and editorial plan and activities to support the Casa Braulio activity in Bormio, with the goal of bringing traffic to the booking site for visiting the cellars;
- Production, strategy and planning of the launch of the new Braulio TVC "La montagna in ogni sorso";
- Strategy, production and planning of activities to support the Averna People Open contest in Sicily;
- Content creation and digital communication support of the Averna Spazio Open in Palermo. Amplification of +50 events during summer 2024, creation of a website and coordination between different stakeholders;
- Coordination and management of consumer engagement activities on points of sale and in events (proprietary and non-proprietary);
- Content creation, strategy and amplification of WildTurkey brand activities on the brand's social channels and digital support of the Brand Ambassador Journey;
- Management of digital and social amplification of contests related to the GDO Trade activities (Social, Digital, CRM);
- Bidding strategy, keyword strategy, media planning and agency coordination to support the entire product portfolio on the Amazon channel through Amazon Ads (+3.5 ROAS overall).

RAFFLES MILANO – MARKETING SPECIALIST

JAN 2022 | AUG 2022

- Definition and execution of marketing strategies and campaigns with the goal of attracting new students
- Management and organization of student fairs, orientation days and events (internal and external)
- Development of editorial plan on the academy's different channels (Meta, LinkedIn)
- Implementation of email marketing strategies and CRM management
- Content creation and creative direction of communication assets in collaboration with students
- Management of the Sales Team (5 people)
- Management of A&P-related spending (+/- 400,000€ budget)

WUNDERMAN THOMPSON ITALY – PROJECT MANAGER

MAR 2021 | JAN 2022

Clients: Crodino (Campari), Ferrari Lunelli, ABB, Whirlpool EMEA; Burger King, Conad, Tozzi Green.

- Management of various projects from brief to strategy definition, creative idea creation, production organization to go-live;
- Responsible for managing integrated communication activities (ATL, BTL, Social, Events) for global clients involving Italy and Abroad, together with partner agencies (WPP Group) and external agencies;
- Organized work team (Client, Account, Strategist, Art Director, Copywriter, Digital, Social Media), project timelines and financials;
- Launched the campaign "The future is not a commonplace" for ABB on the topic of electric car charging (Digital, Social, OOH, Print);
- Supported the communication of the Crodino "Staying Human" Social and Digital campaign, collaborating with Zelig in the creation of various video content starring professional and aspiring comedians;
- Managed Ferrari Lunelli's Social editorial plan for the launch of the multipack reference created by Robilant Associati and communication during Ferrari Lunelli's first year as a sponsor of the Formula 1 Championship;
- Managed web communication and CRM for Conad and Burger King, updating websites;
- Managed together with other agencies of the WPP group the EMEA social communication of Whirlpool;

CPM GROUP (OMNICOM) – CLIENT SERVICE EXECUTIVE

NOV 2020 | FEB 2021

- Development, update and analysis of worksheets related to different projects on the client (AmericanExpress);
- Daily contact and management of remote sales force on different projects;
- Management of stock related to POS materials used by the sales force;
- Strong ability to build and maintain relationships with different internal and external stakeholders;
- Final analysis of all collected data, synthesis and creation of reports for the client for concrete actions on improving in-store communication;
- Analysis of more than 400 e-commerce websites to build a database related to online payment activities for small-business.

THE ROS S.R.L. – JUNIOR BUSINESS ANALYST

FEB 2020 | JUL 2020

- Analysis of Competitors;
- Analysis of company financial statements;
- Development of various projects by finding new business solutions for our clients;
- Creation of reports and presentations for internal and external projects;
- Creation of a database of products related to Made in Italy preparatory to the implementation of a project on large-scale retail trade.

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PROFESSIONAL SUMMARY

SET 2022 | NOW

Results-driven Media & Digital Marketing professional with 5+ years of experience managing integrated campaigns across paid media, social, CRM, e-commerce and content strategy. Currently overseeing a €7.5M programmatic and digital media budget at Campari Group, coordinating 8 external agencies and driving performance across a portfolio of 6 international brands. Former Project Manager at Wunderman Thompson (WPP) with hands-on experience in ATL/BTL campaigns, data analytics and MarTech stack management (Sprinklr, Meta Ads, Amazon Ads, GA4, DV360). Strong P&L ownership mindset, omnichannel strategic vision and proven team leadership skills.

WORK EXPERIENCE

Media & Digital Specialist | Campari Group | September 2022 – Present

Brands: Aperol, Crodino, Cynar, Braulio, Aversa, Wild Turkey

Increased digital brand performance across a portfolio of 6 brands by optimizing a €7.5M media budget across programmatic advertising, paid social and e-commerce channels, coordinating 8 external agencies and tracking KPIs including Reach, GRPs, OTS, ROAS, VTR, CTR and Engagement Rate.

- Drove omnichannel campaign effectiveness for Aperol by managing end-to-end digital and media strategy — from brief to go-live — across Social, CRM, Paid Advertising and Video Strategy, achieving consistent YoY growth in reach and conversion metrics.
- Improved brand visibility for Crodino by leading the full production and media planning of two national TVC launches, overseeing creative strategy, agency coordination and performance tracking across TV and digital channels.
- Strengthened Cynar's cultural relevance by developing and amplifying the brand partnership with Venezia FC through an integrated content and digital strategy, managing production, social amplification and multi-stakeholder coordination.
- Grew direct traffic to booking platform for Casa Braulio by building the web presence from scratch and developing a targeted editorial plan, combining SEO-oriented content with paid digital support.
- Supported revenue growth on proprietary e-commerce (Rarespirits, Aperol Merch) by managing digital and social amplification of GDO Trade contests, integrating Social, Digital and CRM touchpoints.
- Optimized Amazon channel performance for the full product portfolio by defining bidding strategy, keyword strategy and media planning through Amazon Ads, in direct coordination with the media agency.
- Supported digital amplification of Aperol Rock in Venice and Rock in Rome events (+6,000 attendees), managing content production and social strategy in collaboration with artists Achille Lauro and Rkomi.

Project Manager | Wunderman Thompson (now VML) | March 2021 – January 2022

Clients: Crodino (Campari), Ferrari Lunelli, ABB, Whirlpool EMEA, Burger King, Conad, Tozzi Green

Delivered integrated communication campaigns for 6 simultaneous clients by managing cross-functional teams — Account, Strategy, Creative, Digital, Social — and coordinating with WPP Group partner agencies across ATL, BTL, Social and Events.

- Increased brand awareness for ABB in the EV charging segment by leading the launch of 'The Future is Not a Commonplace' campaign across Digital, Social, OOH and Print channels.
- Strengthened Ferrari Lunelli's brand positioning by managing the social editorial plan for the new multipack launch and coordinating communication during the brand's first season as Formula 1 sponsor.
- Supported audience engagement for Crodino by contributing to the 'Staying Human' campaign, coordinating video content production with Zelig and a cast of professional comedians.
- Managed web communication and CRM for Conad and Burger King, and coordinated Whirlpool's EMEA social communication with WPP partner agencies.

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Marketing Specialist | Raffles Milano | January 2022 – August 2022

SET 2022 | NOW

Increased student enrollment by +10% vs. previous year by redesigning the lead generation and nurturing strategy across Meta, LinkedIn and email marketing channels, with full P&L ownership of a €400K A&P budget.

- Managed and produced orientation events, student fairs and open days both on and off campus, improving brand awareness among prospective students.
- Directed communication assets in collaboration with students, maintaining editorial ownership and creative consistency across all channels.
- Directly managed a 5-person Sales Team, aligning commercial targets with marketing activities.

Client Service Executive | CPM Italy (Omnicom) | November 2020 – February 2021

Client: American Express

- Improved in-store communication effectiveness for American Express by analyzing data from a remote sales force network and delivering actionable performance reports to the client.
- Built a structured e-commerce database by analyzing 400+ websites to map online payment behaviors of small businesses, informing client digital acquisition strategy.

Junior Business Analyst | The-RoS S.r.l. | February 2020 – July 2020

- Supported business development for multiple clients through competitor analysis, financial statement review and creation of reports and presentations for internal and external stakeholders.
- Contributed to a large-scale GDO market entry project by building a comprehensive Made in Italy product database.

CORE SKILLS

Digital Marketing Strategy | Media Planning & Buying | Programmatic Advertising | Performance Marketing | Paid Social (Meta Ads, TikTok Ads, GoogleAds) | Amazon Ads | SEO/SEM | CRM & Email Marketing | P&L & Budget Ownership | Agency & Stakeholder Management | Omnichannel Strategy | Content Strategy | E-Commerce Marketing | Data Analytics (GA4, KPI tracking: ROAS, CTR, VTR, ER, GRPs, OTS) | Team Leadership

MARTECH STACK

Canva | Meltwater | Sprinklr | MailChimp | MS Dynamics | Figma | WordPress
Photoshop | Illustrator | Lightroom | CapCut | DaVinci Resolve | MS Office 365 | Canva

EDUCATION

Master's Degree in Marketing and Communication – 110/110
IULM University, Milan

Bachelor's Degree in Linguistic and Cultural Mediation
Università degli Studi di Milano, Milan

LANGUAGES

Italian (Native) | English (Fluent) | Spanish (Basic) | French (Basic)