

PERSONAL INFORMATION

Luca Margherita



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🌐 [www.lucamargherita.it](http://www.lucamargherita.it)  
🗣️ LinkedIn <https://www.linkedin.com/in/luca-margherita/>  
Sex M | Date of birth [Redacted] Nationality Italian

WORK EXPERIENCE

(September 2023 – present)

1 YEARS

Ceo & Founder

FARMEET | [www.farmeet.eu](http://www.farmeet.eu)

- Strategies for brands & products impact with ESG KPI

Business or sector ESG Impact

(Jan 2020 – present)

4 YEARS

Chief Strategy Officer (CSO)

NIECO Spa | [www.nieco.it](http://www.nieco.it)

- R&D Strategy & Marketing Management.

Business or sector Waste Treatment

(September 2018 – present)

5 YEARS

Marketing & Communication Strategist

FREELANCE | [www.lucamargherita.it](http://www.lucamargherita.it)

- Strategies for brands & products launch, Manager Coaching

Business or sector Integrated Communication

(June 2016 – Dec 2020)

4 YEARS+

Teacher

IED Istituto Europeo di Design | [www.ied.it](http://www.ied.it)

- Communication 3°years

Business or sector Academic

(Jan 2016 – Dec 2018)

3 YEARS

Head of MKTG & Communication

MERLO Spa | [www.merlospa.com](http://www.merlospa.com)

- Brand Management & Event Communication.

Business or sector Events & Integrated Communication

(Jan 2009 – Dec 2017)

9 YEARS

Chief Executive Officer

GLAM Group | [www.glamgroup.it](http://www.glamgroup.it) | [www.glamfactory.it](http://www.glamfactory.it)

- Brand Management, Customers and Projects Coordination, new business development.

Business or sector Marketing, Communication & Advertising

(January 2014 – Dec 2017)

**Head of Marketing & Communication**

Fondazione Mecenate Italia Onlus | [www.mecenateitalia.com](http://www.mecenateitalia.com)

**3 YEARS**

- Head of Marketing & Communication, responsible for above and below the line communication activities, sponsorships and events for the Foundation.

**Business or sector** non-profit organization that promote Italian creativity

(August 2013 – Nov 2015)

**Area Manager**

Swiss Business Group | [www.swissbg.ch](http://www.swissbg.ch) | [www.starttobusiness.com](http://www.starttobusiness.com)

**2 YEARS+**

- I provide the opportunity for companies to open up to new foreign markets

**Business or sector** Brokerage & International Business

(January 2007 – Oct 2009)

**Key Account**

Clear Channel Italy Outdoor | [www.clearchannel.it](http://www.clearchannel.it)

**3 YEARS**

- Relationship with the major investors in the Outdoor Market, customers of the dealership and new clients, to planning advertising campaigns

**Business or sector** Advertising

(July 2005 – December 2006)

**Account Manager**

H3G - | [www.tre.it](http://www.tre.it)

**1 YEARS+**

- Intermediary for the business division

**Business or sector** Phone Company

(February 2003 – April 2005)

**Event Manager**

Promocomitaly | [www.promocomitaly.it](http://www.promocomitaly.it)

**2 YEARS+**

- Creator, coordinator and promoter in the organization of events, exhibitions, meetings and road shows

**Business or sector** Event Communication & Event Production

**EDUCATION AND TRAINING**

(from 1996 – to 2002)

**HIGH SCHOOL**

IQ level 116

LICEO SCIENTIFICO STATALE FARNESINA - ROME

- Scientific Subjects

**PERSONAL SKILLS**

Mother tongue(s)

Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C1	B2

## Curriculum Vitae

French B1 B1 B1 B1 A1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

Communication skills	<ul style="list-style-type: none"><li>▪ Being able to establish rapport and empathy are virtues that I consider essential in my personal or professional relationships. I also possess the skills and intuition necessary to identify the correct communication-oriented marketing strategy and to enhance the image of a brand.</li></ul>
Organisational / Managerial skills	<ul style="list-style-type: none"><li>▪ <u>Leadership</u>: I am currently strategic consultant for big companies, defining marketing plans and strategies for new projects launch.</li><li>▪ <u>Problem Solving</u>: All professional experiences have taught me that "there are no problems, only solutions."</li><li>▪ <u>Motivator</u>: I am an excellent leader and motivator, stimulating teamwork and the sharing of knowledge</li></ul>
Job-related Skills	<ul style="list-style-type: none"><li>▪ Strategic, operational and commercial marketing management. Management and control of business processes. Liaison between clients and project teams. Public Relation Affairs. Development and management of national and international partnerships.</li></ul>
Computer Skills	<ul style="list-style-type: none"><li>▪ Excellent knowledge of the Microsoft Office Suite.</li><li>▪ Excellent knowledge of Windows OS and Mac OS.</li><li>▪ Good knowledge of the major computer graphic-editing programs (Adobe Suite).</li></ul>
Driving Licence	<ul style="list-style-type: none"><li>▪ B</li></ul>

## ADDITIONAL INFORMATION

Projects	<ul style="list-style-type: none"><li>▪ Founder @ioperprimo – social activities &amp; projects</li></ul>
Honours and Awards	<ul style="list-style-type: none"><li>▪ Young Talent Award – First Prize for Communication</li><li>▪ Best Event Awards 2016</li><li>▪ Best Integrated Event – BEA 2018</li></ul>
Memberships	<ul style="list-style-type: none"><li>▪ Certification Cho (Chief Happiness Officer) e Genio +</li><li>▪ Partner TP – Pubblicitari Professionisti (Advertising Trade Association)</li></ul>