

ALESSANDRO MORSILLO

EXTERNAL MARKETING & COMMUNICATION DIRECTOR

COMMUNICATION STRATEGY | BRAND POSITIONING
STAKEHOLDER MANAGEMENT



PROFESSIONAL SUMMARY

External Marketing & Communication Director with experience in developing communication strategies, brand positioning and integrated marketing programs for SMEs, hospitality businesses, tourism organizations, public institutions and local enterprises.

I lead communication planning across digital and offline channels, coordinate multidisciplinary teams and external partners, and ensure consistency between brand identity, content, reputation and business objectives.

My work combines strategic communication, marketing leadership and project management to strengthen visibility, audience engagement and long-term brand value.

Active in local institutions, cultural initiatives and community projects, I strongly believe communication plays a social role in strengthening relationships, preserving local identity and creating shared value. This perspective shapes my approach to communication, helping organizations connect business objectives with authentic human and community engagement.



PROFESSIONAL EXPERIENCE

2019 –
PRESENT

External Marketing & Communication Director | Freelance

Lead communication and marketing initiatives for SMEs, hospitality businesses, tourism organizations and local enterprises.

Own communication strategy, brand positioning, editorial planning and stakeholder coordination, ensuring alignment between business objectives, messaging and channel execution.

Coordinate multidisciplinary suppliers, agencies and specialists while overseeing content development, visibility initiatives and integrated communication projects designed to strengthen reputation, audience engagement and long-term growth.

Account & Project Manager | ADR Comunicazione

Develop and coordinate communication plans, editorial strategies and visibility initiatives for clients operating across hospitality, tourism, food service, local business and institutional sectors.

Manage stakeholder relationships, supervise content production and ensure consistency of brand messaging across digital and offline touchpoints while coordinating multidisciplinary project teams.

Act as a strategic partner for entrepreneurs and organizations, translating business objectives into communication plans and operational actions.

OCT 2023 –
PRESENT

Social Media Strategist | 3DEE SRL

Develop integrated communication strategies for innovative visual communication projects, ensuring alignment between brand objectives, audience engagement and digital channels. Support companies and industrial organizations in strengthening visibility through coordinated content, storytelling and communication initiatives.

MAR 2022 –
OCT 2024

Social Media Manager | Viewtoo AR

Designed communication strategies for innovative visual communication projects powered by augmented reality technologies.

Developed audience-focused content plans and channel strategies aimed at increasing engagement, message clarity and brand visibility across digital environments.

OCT 2020 –
MAR 2023

Co-Founder | Not Yet Social

Co-founded and managed a communication-focused community supporting small businesses in their digital growth journey.

Led community engagement, content planning and communication initiatives while coordinating projects for over 40 small businesses across multiple sectors. Developed relationships between entrepreneurs, professionals and local businesses, creating opportunities for collaboration, learning and visibility.

SEP 2019 –
FEB 2020

Jr. Direct & Customer Communication | SKY Italia

Supported direct communication and customer engagement initiatives through market analysis, agency coordination, campaign execution and supplier management. Collaborated in promotional activities aimed at improving customer acquisition and retention.

MAR 2018 –
SEP 2018

HME Business Advertising Support | Samsung Electronics Italia

Supported business development and communication-related projects through strategic consulting, partner coordination, project support and business operations activities.

Contributed to the management of relationships with business partners and stakeholders.



EDUCATION

Master's Degree in Public and Corporate Communication

University of Milan | 2019 | Grade: 110/110

Thesis: Destination Management: A Model for Lake Como

Master in Digital Marketing

Ninja Academy & IUSVE | 2021

Professional training program focused on strategic marketing, digital communication and business growth.

Food Marketing Mastery

Ristoratore Top | 2020 – Present

Advanced specialization program focused on hospitality and restaurant marketing.

Bachelor's Degree in Humanistic Studies for Communication

University of Milan | 2017 | Grade: 99/110



COMMUNITY & CULTURAL ENGAGEMENT

Communication, in my view, is not limited to brands and organizations. It is also a tool for strengthening communities, preserving local identity and creating meaningful connections between people.



Proindaco Municipality of Gravedona ed Uniti

Chair of the Municipal Council of the municipality where I was born and raised. Contribute to institutional dialogue, civic engagement and community participation through collaboration with local stakeholders and public institutions.



Communication Manager Accademia del Risotto al Pesce Persico

Founding member and member of the Gran Consiglio. Responsible for communication initiatives aimed at promoting and preserving the gastronomic and cultural heritage of Lake Como through storytelling projects, media relations and public events.



Theatre Actor Compagnia Teatrale Germasinese

Active participant in cultural initiatives that promote storytelling, artistic expression and community participation.



PERSONAL APPROACH

I believe communication is ultimately about people.

Throughout my career I have worked with entrepreneurs, restaurateurs, institutions, associations and local communities, helping them transform their values into clear, authentic and engaging narratives.

My approach combines strategic communication, cultural sensitivity and relationship-building to create long-term trust, visibility and brand value.

Rooted in the culture and entrepreneurial fabric of Lake Como, I believe effective communication begins with understanding people before channels, and relationships before visibility.

Il Marketer con i Baffi®

CONTATTI



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Lake Como, Italy
Aree di operazione:
Lake Como, Milano,
Bergamo, Varese, Novara

CORE COMPETENCIES



COMMUNICATION LEADERSHIP

- Communication Strategy
- Integrated Communication Planning
- Brand Positioning
- Reputation Management
- Stakeholder Management
- Editorial Planning
- Communication Audit
- Internal & External Communication



MARKETING & BUSINESS

- Marketing Strategy
- Account Management
- Project Management
- Business Development
- Customer Experience
- Strategic Planning



CONTENT & DIGITAL

- Content Strategy
- Copywriting
- Social Media Management
- Digital Marketing
- Advertising
- Web Marketing
- Content Production

INDUSTRY EXPERIENCE



Hospitality & Tourism



Food Service & Restaurants



Manufacturing & Industrial
Companies



Construction & Building Industry



Healthcare & Medical Practices



Professional Services



Sports Organizations



Events & Entertainment



Public Administration



Associations & Non-Profit
Organizations

LANGUAGES

Italian | Native

English | Professional Working Proficiency