

NICHOLAS VECCHI www.npdv.net

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Location: Geneva

Passport: Swiss & Italian

Advertising | Marketing | Branding | Digital



Driven and ambitious to use my international experience on projects to deliver results across all marketing platforms in the customer journey.

LANGUAGES

English (Mother Tongue), French (Fluent), Italian (Good), Spanish (Basic)

EDUCATION

SQUARED ONLINE Digital Marketing Developed with **Google**. Endorsed by **IAB & IPA**
Embracing Change, Customer-Centricity, Digital Trends & Technologies, Data, Analytics & Insights, Creating Change

UNIVERSITY OF DURHAM Politics Bachelor of Arts (Honours)

LOUGHBOROUGH UNIVERSITY Business Administration

MANAGEMENT

Project: Development | Supervision | Delivery | Presentation | Sales
Leadership | Fast-paced environment experienced | Problem solver | Diplomacy | Client affinity

COMMUNICATION

Concept | Story Driven | Production knowledge | Audiovisual Digital & Web | Photography
Branding | Communication | Strategy | Marketing | Offline - Online | Creatively literate

TECHNOLOGY

Microsoft Office - Excel, Powerpoint, Word | Slack | Google Analytics, Console, Trends | SEO
Wordpress (CMS) | Mail Chimp | Adobe InDesign, Photoshop, Premiere, Acrobat | Capture One
DaVinci Resolve | Codecs

EXPERIENCE

2009 - 2019

ADVERTISING.

Advertising Executive

From agency Brief to film delivery. Leading all the intervening steps to completion of project.

Budgets: Euro 50,000 - 500,0000

Project Steps: Brief, Picture Research, Designing pitch deck, Pitching, Presentation, Casting, Music, Set design, Cinematography, Storyboarding, Shooting film and managing full film set, Editing (Cinema, TV, Web Versions), Music composition, Colour grading.

Client / Agency presentation. Delivery and Client Approval.

Some of the Brands I have worked on:

Nivea FCB - Hamburg | **Redds** DDB - Moscow | **Korres** Natural Products Air - Paris

Adidas Direct to client - Hamburg | **Google + (Plus) Italian Launch** Adam & Eve DDB - London | **Vichy** 3 films TBWA - Paris

Samsung Cheil Worldwide - Moscow | **Milford** Scholtz & Friends - Hamburg | **Brothers Cider** Direct to Client - London

Minute Maid Saatchi & Saatchi - Shanghai | **Radler Beer** Grey - Czech Republic | **Downy** Grey - Manilla | **H&S Pan Asia** 4 films

Saatchi & Saatchi - Singapore | **H&S** Saatchi & Saatchi - London **Awarded Silver Shark / KINSALE** | **INDULONA** brand

re-launch 2 films Leo Burnett - Czech Republic **Awarded Effie Gold**.

19/06/06 - 30/04/08

EIM SA. Fund of Funds.

Project Manager

Branding - Briefed and managed the branding project for the group. Responsible for the rethinking of the EIM brand concept and design.

Matrix - Defined business and technical framework for reporting key performance indicators (KPI).

Retrocession - Implementation, content gathering of a sophisticated financial database tool, incorporating investor and sales data to be shared across the EIM Groups offices.

Freshmoney - Created a more defined and consolidated approach to tracking freshmoney flows into the groups existing financial analysis structure.

1999 - 2006

BETC EURO RSCG Paris.

Transcriber / Copywriter

Worked freelance on various accounts in different stages of the creative process. My input ranged from concept work to transcribing copy for the international market in English on campaigns and pitches.

I worked on : **Orange** (institutional pitch & world tagline), **Wonderbra**, **Evian**, **BNP Paribas**, **Air France**, **Aoste**, **Mouton Cadet**, **LU**, **Kiss Kool**, **Hollywood**, **Peugeot**, **Vittel**.

01/03/05 - 30/05/05 **EDIPRESSE Group.** **Production Co-ordinator**
01/09/04 - 30/11/04

Multimatin / multiBlick *Intercative entertainment CD-Rom- Circulation 500,000.* Production co-ordinated & partnered with **The Sunday Times London.** Multimatin Summer & Winter Editions 2005.
First interactive entertainment CD-Roms produced outside the UK.

2001- 03 **FREELANCE** **Creative/Directing/Copywriting**

Directed Bacardi Breezer commercial for the Swiss cinema. Commercial also sold to Ireland.
Directed launch campaign of **Alain Afflelou Ephémère** - Paris. Direct to Client.
Hakuhodo France. Copywriter/Transcriber on the institutional pitch for **Honda Europe** South (France, Italy, Spain).

1999 - 00 **NEW MEDIA INDUSTRIES (NMI) / Thirteen Ten Ltd. London.**

Dunhill worked on a concept based on a digital test conceived by me.
Amaretto Disaronno Commercial for Armando Testa London
It's Campaign UK

1994-98 **Photographic Assistant / Photographer**

Assistant to: Mario Testino, Serge Leblon, Toni Meneguzzo, Malcom Venville, Duncan Sim amongst many other photographers. Budgets I worked on : **Banana Republic, Smirnoff** through to **Vogue** and small clients.

Shot for: The Times Magazine - London. Not So Extremes - Japan. Frank Magazine - London. Joseph - Paris.
Lipp Design - London.

1993 - 94 **Nomura Bank Switzerland** **Account Executive - Sales**

As an account executive at Nomura Bank Switzerland. Responsible for developing the UK and US markets, servicing Swiss institutions. This entailed following the markets, presenting the morning meeting, setting up meetings with potential clients, covering clients, setting up a mailing list for documentation on companies and the strategies to be dispatched on time, setting up meetings with analysts and strategists, setting up presentations, attending company presentations and advising clients.

08/1992 - 11/92 **Cargill International S.A** **Traineeship**

Research/ Designing spreadsheet on the Baltic Freight Index (Bifex) to help trading using moving averages to predict ship positioning across the globe.
Presentation of the research. Accumulation, compiling and presentation of for : vessel information / ship description as well as port cost. Two weeks on the trading desk.

REFERENCE

Cédric Bossert
Group General Counsel at Compagnie Financière Richemont SA

Alan Page
President at Cresta International Advertising Awards
<https://www.cresta-awards.com>
alanpage@creativestandards.org

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Madcow Films London
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