

NICHOLAS VECCHI

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Location: Geneva

Nationality: Italian, Swiss, British

Advertising | Marketing | Branding | Digital | Artistic Eye



A digital hybrid, I am 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

CERTIFICATE

Universita Bocconi Management of Fashion & LUXURY. Credential ID: M7MQHN54HL

The Trade Desk Data-Driven Planning.

Edge Certification

Deeplearning.ai Ai For Everyone.

Credential ID: VM7AVFPK7V86

Wharton. University of Pennsylvania Intro.Financial Accounting

Credential ID: NYC4CV7CTYGW

Intro.Marketing

Credential ID: 7EED3H2SES2B

MANAGEMENT

Project: Development | Supervision | Delivery | Presentation | Sales

Leadership | Fast-paced 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

Google Analytics, Google Ads, | SEO | SEA | Microsoft Office - Excel, Powerpoint, Word | Slack

Wordpress (CMS) | Mail Chimp | Social Media | Adobe InDesign, Photoshop, Premiere, Acrobat

EXPERIENCE

2009 -

ADVERTISING.

Creative Director

From agency brief to project delivery. Team player leading all the intervening steps to completion of the project.

Budgets: Euro 50,000 - 500,0000. 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 Burnet - Czech

Republic **Awarded Effie Gold.**

View projects at: <https://npdv.net>

2006 - 2008

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, design and managing the media timeline across all platforms.

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.

2004 - 05 (6months)

EDIPRESSE Group.

Production Co-ordinator

Multimatin / multiBlick Content collection, encoding, media management, copyright, CMS management.

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

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.

1999 - 03

NEW MEDIA INDUSTRIES (NMI) / Thirteen Ten Ltd. London.

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).

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

Dr. Rollason
HUG - Hopitaux Universitaires de Genève

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