

NICHOLAS VECCHI

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L: Geneva N: Swiss,Italian, British E: info@npdv.net linkedin.com/in/npdv

LANGUAGES English Native, French Fluent, Italian V.Good, Spanish Basic

"I am driven and ambitious to use my international experience on projects to deliver results across all marketing channels in the customer journey."



EDUCATION

| | |
|---|---------------------|
| mMBA  | Marketing |
| mMBA  | Branding |
| SQUARED Online | Digital Marketing |
| DURHAM University | Politics BA(hons) |
| LOUGHBOROUGH Uni | BAM (2 yrs Credits) |


CERTIFICATES

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|-------------------------|----------------------------------|--------------------|
| Bocconi Uni | Management of Fashion & Luxury | ID: M7MQHN54HL |
| Northwestern Uni | Sports Marketing | ID: XRJLHKLQGAZL |
| Copenhagen B.S. | Intro. Nueroscience & Marketing | ID: TK67SJZG9LS7 |
| The Trade Desk | Marketing + Data-Driven Planning | Edge Certification |
| Thinkbox | TV Masters Approved by IAB + IPA | ID: em5r5jqs5 |

OVERVIEW OF PROFICIENCIES

- MARKETING:** Understanding value propositions & translation into creative executions, online & offline communication to drive sales & market share.
- DIGITAL MARKETING:** Website creation (Wordpress), CMS Content management, Digital first , Social Media, Google Analytics, Trends, SEO/M to improve online presence.
- LEADERSHIP:** Cross-functional & international collaboration, supporting & developing marketing and content creation.
- RELATIONSHIP | COMMUNICATOR:** To internal & external stakeholders, including agencies, teams and direct to client.
- INSIGHT:** Identify and analyze market, competitor, through online and traditional methods.
- COMMUNICATION:** C-suite + markets, identify, initiate & implement creative to reach diverse market segments.
- CREATIVE:** Good understanding of creative,photography & film, story, transcreation and execution to clients expectation.
- AGENCY MANAGEMENT:** Identify & manage digital, advertising, partners, leading creation & execution of projects
- FINANCIAL:** Detailed with an understanding of KPI, P&L as well as financial markets.
- TECHNOLOGY:** Microsoft Office | Teams | CRM Hubspot | InDesign, Photoshop | Capture One | Wacom

8 key experiences ① - ⑧. Sales to advertising/marketing and all the business in between.

2009 - **NPDV Advertising | Marketing | Brand Storyteller**  **Marketing, Concept, Story, Client Management**
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Agency, Production & Client Approval. (Digital/Web,TV, Cinema) **Effie Gold - Indulona** increased price and gained market share in the Czech Republic.

- * **Silver Shark - H&S Saatchi & Saatchi** - London
- * **Effie Gold - Indulona** Leo Burnet - Czech Republic
- Nivea** FCB - Hamburg
- Vichy** TBWA - Paris
- Adidas** Direct to client - Hamburg
- Korres** Air - Paris
- Google+** Italian Launch Adam & Eve DDB - London
- Minute Maid** Saatchi & Saatchi - Shanghai
- Samsung** Cheil - Moscow
- H&S Pan Asia** - Saatchi & Saatchi - Singapore

2006 - 2008 **EIM SA. Fund of Funds. Project Manager**  **C-Suite, B2B, Finance, KPI, Database, Branding**

- Matrix** - Defined business and technical framework for reporting key performance indicators (KPI).
- Retrocession** - Implementation + content gathering for financial database tool, incorporating investor/sales data shared across the EIM Groups offices.
- Freshmoney** - Created & defined a more consolidated way to tracking freshmoney flows into the groups existing financial analysis structure.
- Branding** - Briefed / managed branding project for EIM group with Frost Collective.

2004 - 05 **EDIPRESSE Groupe Multimatn/Multiblick** **Production Co-ordinator**  **Earned media, Content Management System-CMS, Marketing**

- Content collection, encoding, media management, copywright, CMS management.
- Production co-ordinated & partnered with **The Sunday Times London**.
- First interactive entertainment CD-Roms produced outside the UK. *Circulation 500,000.*

1999 - 2006 **BETC EURO RSCG Paris. Transcreation/ Copywriter**  **Concepts, Copy, Transcreation, Creative**

- Transcreation for the international market from French to English on campaigns and pitches.
- Brands:** **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.** Creative 4 **New Media, Tech, Creative, directing, Concept, Advertising**
- **Directed Bacardi Breezer** commercial for the Swiss cinema.
 - **Directed** launch campaign of **Alain Afflelou Ephémère** - Paris. Direct to Client.
 - **Hakuhodo** France. Copywriter/Transcriber . Institutional pitch for **Honda Europe** South (France, Italy, Spain).
 - **Dunhill** worked on a concept based on a digital test.
 - **Amaretto Disaronno Commercial for Armando Testa London**
 - **It's Campaign** UK
- 1994-98 **Photographic Assistant / Photographer** 3 **Editorial, Campaign, Art Direction, Photography, Clients**
- **Assistant to: Mario Testino, Serge Leblon, Toni Meneguzzo, Malcom Venville, Duncan Sim & More**
 - 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** Broker|Sales 2 **Sales, Financial Markets, Clients, Service**
- Developing the UK and US markets, servicing Swiss institutions.
 - Following the markets, presenting the morning meeting, setting up meetings with potential clients, covering clients.
 - Setting up meetings with analysts, strategists & presentations.
 - Attending company presentations and advising clients.
- 08/1992 - 11/92 **Cargill International S.A** Traineeship 1 **Freight, Data, Trading, Markets, Commodities,**
- 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

Nicholas Unsworth
Senior Producer
Madcow Films London
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