

# NICHOLAS VECCHI

<https://npdv.net>

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



## PROFICIENCIES

**Creative Production:** Good understanding of creative, production, photography & film, story, transcreation

**Agency Management:** Identify & manage digital, advertising, partners, leading creation & execution of projects

**Marketing:** Understanding value propositions & translation into creative executions, online & offline communication to drive sales & market share. Creativity, storytelling, attention to detail, adaptability.

**Digital Marketing:** Website creation (Wordpress), CMS Content management, Digital first, Social Media, Google Analytics, Google Trends, SEO, SEM, Hootsuite.

**Leadership:** 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.

**Financial:** Detailed with an understanding of KPI, P&L as well as financial markets.

**Technology:** Microsoft Office | SAP - Basic | InDesign, Photoshop | Capture One | Davinci Resolve | Vimeo

2009 - today

**NPDV founder**

<https://npdv.net>

**Advertising | Marketing | Branding | Digital**

**Brands worked on:** Vichy | Nivea | Google+ (Italy) | Adidas | H&S Pan Asia | Korres | Minute Maid | Samsung

**Storytelling:** Expert in crafting compelling narratives for diverse mediums.

**Visual Communication:** Proficient in conveying messages visually for impactful storytelling.

**Audience Understanding:** Insightful grasp of audience preferences and behaviors.

**Creativity:** Innovative thinker with a history of generating creative solutions.

**Project Management:** Demonstrated ability to efficiently coordinate projects and teams.

**Branding:** Skilled in building and maintaining consistent, recognizable brands.

**Adaptability:** Proven ability to adapt strategies to changing industry trends.

**Financial Acumen:** Background in finance including budgeting for effective resource management.

**Territories:** Europe to Asia (including Moscow and Ukraine).

**\*Awards:** Effie Gold - **INDULONA** Leo Burnett - Prague. Silver Shark - **H&S** Saatchi & Saatchi - London

2006 - 2008

**EIM SA. Fund of Hedge**

**Project Manager**

**Branding** - Briefed / managed branding project for EIM group with Frost Collective.

**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.

2004 - 2005

**EDIPRESSE Groupe Multimatin**

**Digital Production Co-ordinator**

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. **Circulation 500,000.**

1999 - 2006

**BETC EURO RSCG Paris.**

**Transcreation/Copywriter**

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

**Mouton Cadet, LU, Kiss Kool, Hollywood, Peugeot, Vittel.**

1999 - 03

**Start Up. NMI-New Media Industries. London Creative**

**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

**Dunhill** worked on a concept see <https://npdv.net/portfolio/dunhill/>

**Amaretto Disaronno Mood Film for Commercial for Armando Testa London. Won Pitch.**

## EDUCATION

 **Mini MBA** Marketing

 **Mini MBA** Brand Management

 **SQUARED Online** Digital Marketing

**DURHAM University** Politics | BA(hons)

**LOUGHBOROUGH Uni** BAM (2 yrs Credits)

## CERTIFICATIONS

**Warc** Mastering Modern Media: Effective Strategies

for the Attention Economy - **Graduate Oct 2025**

**The Trade Desk** Marketing. Data-Driven Planning.

**Thinkbox** TV Masters - Advertising, Strategy, Planning,

**Google** Attract/Engage Customers - Digital Marketing

**Deeplearning.ai** Ai for Everyone

**Bocconi Uni** Management of Fashion & Luxury

**FHH** Watch Advisor

FOR A MORE DETAILED CV TO SEE FINISHED  
PROJECTS: <https://npdv.net>

SCAN



REFERENCES ON REQUEST