

Nicolò Pisu Randaccio

Creative Marketer & Team Builder

Results-driven creative marketer with 14+ years of experience driving growth and brand awareness for luxury fashion brands. Proven track record of leading teams, managing budgets, and delivering successful campaigns. Skilled in digital marketing, brand strategy, and team leadership. Constantly seeking new trends and opportunities to innovate and improve brand presence.



WORK EXPERIENCE

April 2019 – Currently

PORTS 1961 / MILANO - Executive Brand Consultant, former Comm & Marketing Director

- Led the development and execution of all **Marketing and Communication** activities working closely with the Owners, Creative Director and internal/external stakeholders on all **short and long terms strategies** across **Commercial, Financial, Business Development, Integrated Marketing, Trade Marketing, and Go-To-Market**
- Developed and implemented comprehensive marketing plans, leveraging digital channels, influencer partnerships, and event activations to reach target audiences.
- Successfully managed a team of 3 internal resources and 2 external agencies, fostering a collaborative environment and driving results-driven performance.
- Managed a yearly budget of €6M.

November 2018 – April 2019

STELLA McCARTNEY / LONDON – Senior Digital Communication Manager

- Conceptualized and executed the #ThereSheGrows campaign, partnering with environmental not-for-profit Canopy to promote sustainability and raise awareness about the Leuser Ecosystem.
- Collaborated with cross-functional teams to develop and implement digital marketing strategies, driving engagement and brand awareness.

January 2017 – November 2018

ROBERTO CAVALLI / FIRENZE – Senior Media and Digital Communication Manager

- Drove the **rebranding and relaunch** of Roberto Cavalli, its extensions and 32 licenses, presenting a strong 360-degree integrated marketing strategy to the global market.
- Successfully guided the brand through a creative direction change, overseeing the complete rebranding of the company, including brand identity, tone of voice, website/e-commerce, logo, and store openings.
- Managed a team of 7 internal resources and 2 external agencies with a yearly budget of €13M.

November 2015 – Jan 2017

JB MEDIA / MILANO - Senior Advertising Manager

- Successfully managed commercial relationships with top Italian clients in fashion, design, watches & jewelry, and automotive, driving revenue growth and brand awareness.
- Served as a strategic intermediary between clients and JB Media's on/offline portfolio - **Dazed, Another, Purple, Numèro, Highsnobiety** - developing **integrated advertising solutions** that combined classic print opportunities with **native digital initiatives**.

December 2010 – November 2014

JIL SANDER / MILANO - Advertising and Marketing Manager

- Collaborated with renowned creative directors **Raf Simons**, **Jil Sander**, and **Rodolfo Paglialunga** to develop and execute comprehensive marketing strategies for Jil Sander, Jil Sander Men, and Jil Sander Navy.
- Key responsibilities included developing global media plan strategies, relaunching and redesigning corporate platforms and e-commerce sites, producing 4 runway shows per year, and managing requests from retail, wholesale partners, and press.
- Managed a yearly budget of €2M and led a team of 3 resources.

EDUCATION

2009 – 2010

"Ateneo Impresa S.p.a." - Rome

Master in Communication and Marketing of Fashion and Luxury Goods

2006 – 2009

"La Sapienza" University - Rome

Bachelor in Fashion and Costume – Economy department

SKILLS

- Creative marketing and brand strategy
- Digital marketing and social media management
- Team leadership and management
- Budget management and financial planning
- Proficient in Adobe Creative Suite, Google Analytics, and other marketing tools

LANGUAGES

Italian: mother tongue

English: fluent (written and spoken)

French: intermediate (spoken)

PERSONAL LIFE

Creative and Marketing Director of Electropark Festival

Professional swimmer

Illustrator

Street artist

Poet