DOMENICO ANDREA CASALE

Place and date of birth: Milan, Italy, 01/09/1995
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EDUCATION

CEMS Global Alliance in Management Education / Bocconi University (Joint Degree) — **Milan, Italy**
Master of Science in International Management — September 2017 - July 2019
- Current weighted average: **29/30**
- Relevant Coursework: Business Analytics, Performance Measurement, Marketing Decisions
- Activities: Zeb Consulting "Crack the Case" Workshop; McKinsey Public Speaking Training Seminar
- Associations: member of "Bocconi Computational Society", taking part to programming games and Python crash courses

ESADE Business School — **Barcelona, Spain**
CEMS Term Abroad – Master of Science in International Management — January 2019 -May 2019
- Relevant Coursework: Global Management Practices, Digital Transformation of the World, Socratic Dialogue: Philosophy and Narratives that Improve Management Skills
- Activities: Dublin Tech Tour: 2 days workshops at Salesforce, Google, Facebook and Workday; Google Innovation Skill Seminar

Bocconi University — **Milan, Italy**
Bachelor of Science in Business Administration and Management (CLEAM) — September 2014 - July 2017
- Final Grade: **110/110** (equivalent to First Class Honours)
- Relevant Coursework: Management, Computer Skills for Economics, Statistics

University of Western Australia — **Perth, Western Australia**
Bachelor Exchange Program — July 2016 - November 2016
- GPA: **3.89/4**
- Relevant Coursework: Business Strategy, Marketing, Organizational Behaviour
- Associations: member of "University of Western Australia Consulting Society", weekly analyzing Tech and FMCG business cases

PROFESSIONAL EXPERIENCE

BeRepublic (Digital Innovation Consultancy Firm) — **Barcelona, Spain**
Business Project Analyst — January 2019 - Present
- Developed an implementation plan for a footwear company regarding the installation of a technology solution to track customers in-store behaviour
- Proposed a strategy to utilize the newly developed source of information in conjunction with existing online data to improve the quality of marketing decisions

Spotahome (Long-Term House Rental Startup) — **Milan, Italy**
Brand Ambassador — July 2018 - Present
- Raised brand awareness among the student community through social media usage and online promotions
- Actively searching for new customers and landlords in order to enhance the company network and bookings

GreenJinn (Artificial Intelligence-Powered Mobile Couponing Startup) — **London, United Kingdom**
Marketing Intern — May 2018 - August 2018
- Attained a 16% total registered user growth from 125.000 to 145.000 through the use of Facebook Ads, Google Ads, and partnership programs with web influencers, together with a 12% decrease in the cost per acquired user
- Improved Mobile App UX and optimized GreenJinn Dashboard functioning in cooperation with outsourced IT team leading an increase from 18% to 24% in the OCR receipts acceptance process
- Collaborated with the Founder and the Head of Growth in signing new partnerships with two food and beverage brands

LANGUAGES AND IT

- **Italian** (Native). **English** (Proficiency-IELTS 7.5/9), **Spanish** (Fluent)
- Excellent knowledge of **Microsoft Office** Word – Excel – Power Point. Good knowledge of Treeplan, R, Mix Panel, and Photopea

ACHIEVEMENTS AND EXTRACURRICULAR ACTIVITIES

- Bain Business Course Italy 2019: selected based on academic merit as 1 of the 25 Italian students to attend 3 full days of workshops with Bain Consultants and Managers in the Milan office — March 2019
- Coursera Machine Learning Online Course held by Andrew Ng, Stanford Professor and Google Brain Founder — February 2019
- Facebook Skill Seminar at CEMS Career Forum in Budapest: presented to Facebook Market Specialists a framework to effectively and efficiently tackle the Community Operations Team challenges — November 2018
- In Company Training Accenture: developed an in-house aperitif solution for a branded beverage firm in order to increase winter sales. Presented at Accenture ACIN office in Milan to Italy Senior Recruiter — March 2018

INTERESTS

Travelling, Tennis, Sailing, Running, Soccer, Jazz Music, Cooking