

Joe Lesina

Award winning **business manager** with 9 years international experience in *marketing, start-ups, innovation, advertising and consumer tech*. Data driven, goal oriented, life enthusiast, world traveller, loves cooking.

HIGHLIGHTS

- 🌐 Lived and worked in 6 different countries.
- 📍 3 Start-ups founded
- 💰 3.6 Million USD raised in funds through different companies
- 🏆 Won several awards in communication and strategy.
- 🕒 9 years work experience

CONTACT ME

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Marketing Manager

📍 DUBLIN, IRELAND 📅 2016 – PRESENT 🌐 WWW.ACCTURE.COM/INNOVATIONDUBLIN



- Planned content pipeline and managed creators, producers and external creative agencies to create and promote high quality content on company's blog and social media channels. Traffic to the blog grew **+500%** in less than one year time.
- Managed **large scale events** and **sponsorships** from concept to execution. The events contributed to an increased job application affluence, brand awareness as well as a significant generation in business leads.
- Liaised with experts in areas including **artificial intelligence, IoT, virtual reality, advanced analytics** and **machine learning** to create B2B sales assets and case studies. The materials contributed to an exceeded expectation for client demand.
- Identified and mapped **global stakeholders** for innovation centre's business and redesigned operational structures between Accenture's employees and digital platforms to **improve operational efficiency**.
- Led strategy, operations and tactics for web pages including design, content, blogs, and analytics reports. The digital strategies applied generated a consistent traffic increase month over month with a **5X return rate increase** and **30% growth in conversions**.
- Designed and managed **KPI strategy** for marketing activities leading global teams to aggregate online and offline metrics. The system contributed to shaping high performing content and its segmentation.

Marketing Manager

📍 DUBLIN, IRELAND 📅 2015 – 2016 🌐 WWW.LOVEANDROBOTS.COM



- Developed and executed **marketing & sales strategies and plans**. The plan was selected for **Google start-up den awards** alongside 20 other companies and reached a place in the finals.
- Planned and managed online campaigns through all steps of the marketing funnel using **Google AdWords, Facebook Ads, Youtube Twitter ads** and **email marketing automation**. The strategies combined resulted in **75% decrease of CPA**, and **+65% revenue monthly growth rate**.
- Managing a team of 9 people, created inbound marketing program including **SEO** and **content strategies** to increase brand awareness. Increased organic traffic **+40%** and direct traffic of **+80%**.
- Used **social media** including Instagram, Facebook and Twitter to enhance **customer experience**, generate leads and increase engagement with the brand. Fan base grew of **+80%** total with a **3x av. session duration increase**.

Marketing Consultant

📍 COPENHAGEN, DENMARK 📅 2015 🌐 WWW.FRIDAYLOCK.COM



- Created communication plan and directed teams in Denmark and USA to creating a global communication strategy for **fridaylock.com**. The campaign received more than **40k total views** and **180K \$** Crowd-funding round on **indiegogo.com**.

Co-Founder / VP Brand & Marketing

HONG KONG & STOCKHOLM, SWEDEN | 2011 - 2014 | WWW.THEQCAMERA.COM



- Created business plans and pitch decks reaching **3,4M USD** total in fund raising. Built and led high-performance organisations up to 20 people in the US, Europe and Asia.
- Planned and executed marketing, video, PR, go to market and social media strategies that generated **500k \$ sales** at product launch with a **5,5X ROI**. The project was covered globally by media like GigaOm, Vogue, GQ and received awards for design and execution.
- Managed team, relationships, agencies and partnerships globally with third party organisations such as **Vice Magazine** and **Uber** developing a **30K fan base** in less than 6 months.
- Built and managed landing pages, eCommerce and **mobile applications** reaching **+1,2M** total traffic in less than 1 year and **9K** online service users.
- Developed **sales strategies** including pricing, channel, branding, segment, product and positioning. The work resulted in gaining deals with retailers like **Target** and **Urban Outfitters**.

Art Director

ITALY'S BIGGEST ADVERTISING AGENCY | TURIN, ITALY | 2008 - 2011 | WWW.ARMANDOTESTA.COM



- Created successful national and international advertising campaigns within budgets of **500K €** managing accounts, teams of print & layout executives and designers.

AWARDS & SKILLS

Awards

- Google Den Awards
- Awwwards.com
- Ads Of the world
- CSS Winner
- CSS Design Awards
- Wacom Showcase
- 30 Under 30

Professional Skills

WRITTEN & VERBAL COMMUNICATION, PRESENTATION, PEOPLE MANAGEMENT, CAMPAIGN & PROJECT MANAGEMENT, STRATEGY, PROBLEM SOLVING, DECISION MAKING, CREATIVITY, NEGOTIATION, ANALYTICS, DESIGN THINKING, VIRTUAL COLLABORATION, COPYWRITING, CONTENT PRODUCTION, STORYTELLING, BRANDING

Languages

ENGLISH		Fluent
ITALIAN		Mother Tongue
SPANISH		Intermediate
SWEDISH		Limited
DANISH		Learning

Software Skills

BUSINESS Excel, Powerpoint, Word, Keynote
ANALYTICS Google Analytics, Adobe Omniture
ADVERTISING AdWords, Facebook, YouTube, Twitter, AdRoll, LinkedIn
CREATIVE Indesign, Photoshop, Illustrator, Lightroom, Sketch
PROJECT MANAGEMENT Podio, Flow, Basecamp, InVision, Slack
MARKETING AUTOMATION Hootsuite, MailChimp, HubSpot, Radian6
PROGRAMMING HTML, CSS, Wordpress

EDUCATION



European Institute Of Design

2005 - 2008 DEGREE IN COMMUNICATION
WWW.IED.EDU



UNIVERSITY OF
CAMBRIDGE

ESOL Cambridge Examinations

2006 ENGLISH LANGUAGE PROFICIENCY DEGREE
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GET IN TOUCH

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THE BRIEFCASE—MY BLOG