

# Curriculum Vitae

## DIEGO COSTAMAGNA



Determined, curious, and proactive, skilled in combining data and creativity with a broad strategic vision.

Graduated in Business Administration with a Master's degree in Marketing & Communication, aiming to continue my journey in the marketing world, with a particular interest in **strategic, operational, and product marketing**.

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### RECENT PROFESSIONAL EXPERIENCE

03/2021-Present | FPT Industrial – Iveco Group, Turin (TO)  
**Marketing Manager**  
*On-highway & ePowertrain Category Manager - Brand Communication – Budget controller.*

#### Key achievements:

- IAA Tradeshow;
- Launches of ePowertrain brand, products, and dep.

10/2019-03/2021 | FPT Industrial – CNHi Group, Turin (TO)  
**Brand, Merchandise, and Sustainability Specialist – Global Market | Budget Controller**  
*Budget Management, Brand Communication entity – Merchandising Manager – Support to Brand Identity.*

03/2019-09/2019 | EBS – Eutelsat group, Turin (TO)  
**Marketing & Communication Internship – European Market**  
*Assistant in marketing strategies, geomarketing, and communication – Coordination with international teams.*

01/2018-04/2019 | Sorrisi a 4 Zampe, Italy  
**Co-founder & consulente Marketing**  
*Strategic, communicative, and financial planning and development.*

### EDUCATION

2017-2018 | IED – European Institute of Design, Turin (TO)  
**Master in Marketing & Communication, with top honors**

2011-2016 | School of Management and Economics, Turin (TO)  
**Bachelor's Degree in Business Administration – Business Management**

2005-2010 | Piero Gobetti High School, Turin (TO)  
**Scientific High School Diploma**

### LANGUAGES

- Italian *native*
- English *B2*

### COMPUTER SKILLS

#### Software Packages

- Productivity Software: Google Workspace, Microsoft365 (advanced)

#### Digital Skills

- Main Operating Systems (Windows, Linux, Android, iOS)
- CMS: WordPress
- SAP (basic)
- Web tools (Canva, AI, etc)

#### Computer Certifications

- ECDL Full

### PERSONAL / PROFESSIONAL SOFT SKILLS

- Whole Brained (data analysis, critical thinking, creativity)
- Effective leadership and a team player
- Goal-oriented and skilled in analytical process management
- Cost Control

### VOLUNTEER ACTIVITIES

- For a Smile Onlus – *childhood projects*
- Forma Onlus – *Pediatric Hospital Regina Margherita*
- Global Shaper – *Turin Hub*
- Il Sogno di Nina e Mattia Onlus - *Pet Therapy I.A.A.*
- Sorrisi a 4 Zampe – *Pet Therapy I.A.A.*

### PERSONAL INTERESTS AND OTHERS

Enthusiast in sports (cycling, swimming, hiking)

Passionate about cooking, music, technology, and non-profit activities

Driving licenses B – A2

Pet Therapy activity Manager A.A.A.

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Diego Costamagna