

Lorenzo Zecchin

Content Manager & UX - UI Design Leader



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Profile

An experienced Content Manager & UX - UI Design Leader, with over 9 years experience in creative content lead, e-commerce optimisation, project management, UX-UI design, and communication.

Sports lover, exemplary interpersonal, leadership, relationship and project owning / team management skills.

Able to bring a positive can-do attitude within managed team as well as interdepartmentally. Italian mother tongue, fluent in English, working knowledge of French and Spanish.

Employment History

May 2018 - Present

BERGAMO

Content & UX - UI Design Manager

MediaWorld Italy (MediaMarket)

- Responsible for all digital Mediaworld Italian content creation, production, and delivery
- Content and Design management of external agency's dedicated Content Factory (3 Project Managers and 15 specialists: Web,UX,UI, and Graphic designers, Web developers)
- Management of 3 internal digital content specialists and 5 content data entry professionals
- Establishing digital guidelines, style guides and blueprints for content creation and distribution
- Relationships creation with internal and external stakeholders to get the approval of content, understanding their business needs
- Measure, report, analyze, and optimize the performance of content and campaigns across all sources
- Competitors and trend monitoring defining innovative measures, leveraging on Content and UX, for continued business growth
- Work closely with Technical Website Manager ensuring SEO and UX / UI optimization across all website
- Develop and drive community engagement and user-generated content on social media accounts

Feb 2017 - May 2018

Milan

E-commerce Content Manager / UX - UI Consultant

[Cheil Worldwide \(Samsung Italy\)](#)

- Italian lead of Samsung cross-division e-commerce asset syndication project: traffic management, content production coordination and delivery, project management, and external agencies management
- Responsible for brand assets consistency in line with global company's guidelines. Dealing on a daily basis with Samsung internal and external stakeholders within the Italian market, including Amazon, E-price, Monclick, Mediamarkt, Trony, and Unieuro
- Operative management of Samsung mobile syndication team (1 web analyst and 1 content engineer)
- Reporting directly to Samsung Italian online marketing manager, proactively supporting in marketing planning and content strategy, product go-to-market activities, competitors and distributors monitoring, and business intelligence based on data evidences

Sep 2014 - Feb 2017

Lissone

E-commerce Content & Design Leader

[Decathlon International](#)

- Management of Italian Decathlon e-commerce website, as the Italian Content and Design Leader, adaptation of international graphic guidelines, web project ownage
- Management and mentoring of 1 junior Web Designer, coordination of external teams (web agencies and freelance designers / developers)
- Responsible for Visual Communication and Content Communication Strategy of Decathlon e-commerce website, optimization of the global User Experience

Dec 2013 - Sep 2014

Milan

Digital Designer & Digital Content Specialist

[Img Internet](#)

- In charge of the agency's marketing blog content, web writing, and editing
- Blog and social media content strategy development
- Design, UI, and UX improvements

Jan 2014 - Jul 2014

Milan

Digital Designer & Content Specialist

[Zodiak Media](#)

- UI design and digital content production
- Marketing presentations and banner design
- TV shows ideation and copywriting

Jan 2009 - Dec 2009

E-commerce Junior Web Designer

Milan

[YNAP - Yoox Net A Porter Group](#)

- Web design, homepage optimization
- Newsletter templates production and banner design
- Web development of affiliation brands landing pages: Style.it | Menstyle.it | Vogue.fr | Marieclaire.it

Education

Oct 2012 - Jun 2014

Master of Arts in Art Direction & Copywriting

Milan

Politecnico di Milano

Art direction, copywriting, content strategy, advertising, design, marketing, and user experience

Sep 2009 - Jun 2012

Bachelor of Arts in Communication Science

Milan

Università degli studi di Milano

Communication theory, marketing, consumer psychology, web editing, and content strategies

Skills

Marketing & Communications	● ● ● ●	E-commerce Content Management	● ● ● ●
Website Customer Experience Optimization	● ● ● ● ●	Design Lead	● ● ● ● ●
Team Management	● ● ●	Accounting	● ● ●
Adobe CS	● ● ● ● ●	Web / UX / UI / Graphic Design	● ● ● ●
Microsoft Office	● ● ● ●	HTML, CSS, jQuery	● ● ● ●
Mockup Design (Freehand, Balsamiq)	● ● ● ●	Creative Thinking	● ● ● ●

Courses

Nov 2016 - Dec 2016

[London, UK](#)

UX Design course

General Assembly

UX Design, UX Research, Personas, Design Thinking

Jun 2015 - Jun 2015

[Milan, Cremona](#)

HTML5 & Web Application Development certificate course

Politecnico di Milano

Building Web Apps with phonegap, APIs, AJAX, HTML5, CSS3, jQuery, and Front End Development

Sep 2009 - Dec 2009

[Seregno](#)

Web Design certificate course

Regione Lombardia

Web design project, front end coding, information hierarchy, and visual design

Languages

Italian (Mothertongue)



English (C1)



French (A2)



Spanish (A2)



Chinese (A1)



References

Available upon request

Hobbies

Judo, Brazilian Jiu-Jitsu, Music, Travelling, Films & TV Series, Science & Astronomy, Sports, Guitar, and Hiking