

Vincenzo Cannone

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Nationality: Italian
Date of Birth: 30 October 1979
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Goal-oriented marketing and sales expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision, Resource optimization and campaign enhancement. Prepared to bring 10+ years of progressive experience and take on challenging positions with the opportunity to make a lasting impact on company success.

Language Skills

Italian: Native **Spanish:** Advanced, C2 **English:** Advanced, C2 **German:** Intermediate, B2

Software Skills

- SEO Optimization (2 years)
- Google Suite Ads & Analytics (4 years)
- Business Ads Platform for Facebook / Instagram (6 years)
- Java Script (1 Year)
- Google Merchant Center
- HTML (1 year)

Professional Skills

- Sales Experience (10+ years)
- Problem Solving (10+ years)
- Business Development (6 years)
- Content Management (10+ years)
- Business Management (6 years)
- Supply Chain Experience (6 years)
- Real Estate (8 years)
- Communications (10+ years)
- Resource optimization(10+ years)

Work Experiences

Mar 2014 - Oct 2019 **Business Developer - Dress Your Mind Eyewear - Berlin, DE**

- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom-line profitability.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Reached out to potential customers via telephone, email and in-person inquiries.
- Researched and identified opportunities for account growth, account penetration, and market

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expansion.

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Initiated new sales and marketing plans for product roll-outs, including developing sales, distribution and media strategy.
- Handled all customer relations issues pleasantly, enabling quick resolution and client satisfaction.
- Organized promotional events and interacted with the community to increase sales volume.
- General Accounting
- Supply Chain Management
- Marketing Online and Direct Marketing
- Supervision of B2B and B2C in Europe and Vietnam
- Supervision of the E-commerce platform Wix
- Product Content Management and SEO optimization

Oct 2011 - Feb 2014: **Real Estate Agent - FrontLineBerlin GmbH. - Berlin, DE**

- Managed international clientele in Italian, English, and Spanish.
- Developed and maintained relationships with clients through networking, postcards, and cold calling.
- Managed contracts, negotiations and all aspects of sales to finalize purchases and exceed customer expectations.
- Communicated with clients to understand property needs and preferences.
- Guided clients from beginning to end of the home buying process in choosing the right property.
- Reviewed market research data and changed sales plans

June 2009 - Dec 2010: **Product Sales Specialist - Apple Inc. - Sellbytell Group - Barcelona, SP**

- Business Sale service for small companies in Europe (Italian, Spanish, and English)
- Information on products and services, **Inbound sales**, shipment logistics, and return processes

Oct 2006 - May 2009: **External Business Developer - Rome, IT**

- Supporting small companies in Search, Extraction, and Distribution of marbles from East Europe (Bosnia, Croatia, Serbia, Albania, Montenegro) to Italy

Sept 2006 - May 2009: **Real Estate Agent - Gabetti Immobiliare S.p.a. - Rome, IT**

Mar 2004 - Aug 2006: **Real Estate Agent - Toscano Immobiliare S.p.a. - Rome, IT**

Sep 2003 - Feb 2004: **Product Sales Specialist - Telecom Italia – Metasistemi – Rome, IT**

- Information on Products and Services, **Out-bound sales** of ADSL & VoIP connection services

Education

Sep 2002 - June 2003: **Info Security Manager Certificate - ITALDATA S.p.a. - Rome, IT**

- Professional training course in IT security systems and network systems.

Sep 1994 - Sep 1999: **Diploma Accounting - Ettore Carafa Institute - Andria, IT**

- Business Economy, Economic geography, Commercial laws, Banking, and General Accounting

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