



# ALESSANDRO RAVANETTI

I have 10 years of professional experience, where I worked with large organizations and startups, both as a founder and as a consultant.

Currently working as a freelance content writer & digital strategist with a variety of startups, mostly in the fintech industry. An expert evaluator with the European Commission, for the EIC Accelerator (SME Instrument), part of the EU's Horizon 2020 programme, an independent expert for the Cyprus Research and Innovation Foundation, an Advisory Board member with SXSW, a curator of the weekly Techstars Startup Digest about fintech and an advisory expert with the Solar Impulse Foundation.

## LANGUAGES SPOKEN

Italian: Mother tongue

English: Fluent

Spanish: Limited working proficiency

French: Basic

Catalan: Basic

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## CONTACT

RONDA DE ST PAU, 47  
08015, BARCELONA,  
CATALONIA, SPAIN

+34 603680453

HELLO@ALERAVANETTI.COM



@aleravanetti



linkedin.com/in/alessandroravanetti



www.aleravanetti.com

## EXPERIENCE

### CONTENT WRITER & DIGITAL STRATEGIST

FREELANCE | MAY 2016 - PRESENT

- Helping startups, mostly in the fintech industry, with strategy, content creation and copywriting.

### EXPERT EVALUATOR - EIC ACCELERATOR

EUROPEAN COMMISSION | DEC 2017 - PRESENT

- Assessing proposals and identify the most disruptive, scalable SMEs requesting up to €17.5 million in combined grant and equity financing. The EIC Accelerator (prev. SME Instrument) is part of the EU's Horizon 2020 programme

### CURATOR - FINTECH

TECHSTARS STARTUP DIGEST | MAR 2019 - PRESENT

- Curating a weekly digest about financial technology and delivering it to a growing audience of 4.3k subscribers.

### CO-FOUNDER AND CMO

DIFITEK | AUG 2012 - AUG 2019

- Managing marketing and communications, from blog and newsletter, to social medias and advertising.
- Built a fully distributed marketing team.
- Growth the company monthly recurring revenues from €0 to €75k.

### PARTNER

GROW VC GROUP | MAY 2011 - JUN 2014

- Started working on marketing activities and then evolved into a partner role looking at long term strategies.
- Managing a special project with the VC arm of Singapore's government to attract startups in their country.

### PRODUCT MANAGER

GDP GLOBAL DEVELOPMENT | AUG 2010 - MAY 2011

- Managing company communications, social media management, blog content creation and newsletter.
- Dealing with clients interested to attend training and events, with enquiries management and pre-sales support.

### CREDIT RESEARCH ANALYST

BLOOMBERG | MAR 2010 - JUL 2010

- Analysing and researching the capital structure of listed companies, dealing with investor relations departments.
- Working on the analysis of top financial firms.

## EDUCATION

### MASTER OF SCIENCE, FINANCE

REGENT'S UNIVERSITY LONDON | 2008 - 2009

### BACHELOR'S DEGREE, ECONOMICS

UNIVERSITY OF PARMA | 2003 - 2007

## SKILLS

- Content writing & copywriting
- PR & social media management
- Branding & Identity
- PPC, SEO, SEM & Analytics
- Startups Scouting & Evaluation
- Digital marketing strategy
- Newsletter curation and management
- CMS management
- Market research & benchmarking