



ALESSANDRO RAVANETTI

Active in the fintech industry since 2011, previously as a founder and now as a consultant.

Currently based in Barcelona, working as a freelance content writer, copywriter & content strategist, helping companies of any size to stand out from the competition.

Also serving as an expert evaluator with the European Commission, the Eureka Network, FundingBox and the Cyprus Research and Innovation Foundation. As well as an Advisory Board member with SXSW and as curator of the Techstars Startup Digest weekly fintech newsletter.

LANGUAGES SPOKEN

Italian: Mother tongue

English: Fluent

Spanish: Limited working proficiency

French: Basic

Catalan: Basic

CONTACT

+34 603680453

HELLO@ALERAVANETTI.COM

 @aleravanetti

 [linkedin.com/in/alessandroravanetti](https://www.linkedin.com/in/alessandroravanetti)

 aleravanetti.com

/// EXPERIENCE

COPYWRITER & CONTENT STRATEGIST

FREELANCE | MAY 2016 - PRESENT

- Helping I help fintech companies of any size with copywriting, content strategy and content marketing.
- Present and past clients include Enel X, InvestSuite, Penta, PaymentComponents, N26 with Simplaex, Spenmo, Viainvest, Inspiralia and Codebase Technologies.

INDEPENDENT EXPERT EVALUATOR

EUROPEAN COMMISSION | DEC 2017 - PRESENT

- Assessing proposals to identify the most disruptive and scalable European startups and SMEs. Evaluated several innovations through the EIC Accelerator.

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 media and advertising.
- API infrastructure powering equity/debt crowdfunding and P2P lending platforms in four different continents.
- 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
- Market research
- Content strategy
- Newsletter curation
- PPC, SEO, SEM & Analytics
- Startups Scouting & Evaluation