



ALESSANDRO RAVANETTI

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

I am Italian, living in Barcelona, working as a freelance content writer, copywriter & content strategist, helping fintech companies of any size to stand out from the competition.

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



aleravanetti.com

EXPERIENCE

COPYWRITER & CONTENT STRATEGIST

FREELANCE | MAY 2016 - PRESENT

- Helping fintech companies of any size with copywriting, content strategy and content marketing.
- Present and past clients include Clearpay (Afterpay), Enel X, InvestSuite, Penta, PaymentComponents, N26 with Simplaex, Spenmo, Solarisbank & 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