

# Gianluca Paolo Brisigotti

11C Petherton Road  
N5 2QX, London, United Kingdom  
brisigottigianluca@gmail.com  
+44 7929 337797

03/08/1989  
Italian, French

www.gianlucabrisigotti.com

I'm a creatively driven Brand Strategist with over 10 years experience helping brands grow.

I love tackling complex business challenges with a single-minded strategic vision, and bringing a team together to execute it. I'm passionate about brand building and creative development, and have loved working with hundreds of performance marketers on driving their DR objectives on social platforms.

Half Italian, half French, born and raised in London, I've had the chance to live and work across Europe, with some great people, on some great projects.

## EXPERIENCE

**META**  
**LONDON, UK**  
02.2019 - 10.2023

### Creative Strategy Lead, Creative Shop EMEA

- Unlocking the creative potential of Meta platforms to drive business growth and innovation. Working with clients to build strategies, concept ideas, and execute campaigns on Facebook, Instagram, Messenger, and WhatsApp.
- Creative lead for Southern Europe, working with Sales leadership to develop and implement a strategic plan that drives key business objectives for the region.
- Built work with clients across EMEA (launching a new product with Diageo, building Pepsi's brand affinity with key audiences, driving innovation with NGO's through AR, leveraging Instagram for DR with Pure Gym & Cowboy Bikes).
- Proactively developed and piloted a key global brand strategy initiative to support start-ups, building a creative framework that is now an official Meta business solution, implemented by hundreds of clients globally (Building Brand From Day Zero).

**KONBINI**  
**PARIS, FRANCE**  
12.2016 - 01.2019

### Global Brand Strategist

- Brand Strategy lead on Konbini's international expansion and pitches, from brand brief to creative delivery. Working with clients such as Asics, Coca-Cola, Netflix and Nestlé.
- Building branded content strategies and creative solutions that drive key business goals, in a way that authentically engages the Konbini audience.
- Achieving new business wins of over €2M.

**BBDO WORLDWIDE**  
**DÜSSELDORF, GERMANY**  
04.2014 - 11.2016

### Senior Strategic Planner

- Developing and implementing Global Brand Strategies and Creative Platforms for Mars EMEA (Snickers, M&M's, Pedigree, Whiskas), Bayer EMEA (Aspirin, Iberogast), and Imperial Brands (Skruf) global business.
- Crafting creative briefs, briefing teams, running creative workshops, pitching ideas to senior stakeholders, and actively contributing to the creative development process.

**OGILVY & MATHER**  
**PARIS, FRANCE**  
01.2013 - 12.2013

### Account Executive

- Worked on Coca Cola and Grey Goose global accounts (Coke Zero & Grey Goose worldwide integrated campaigns, as well as Coca Cola's award winning 'The Sharing Can').
- Agency lead on Music Strategy for Coke Zero's global integrated campaigns.

**PUBLICIS GROUP**  
**PARIS, FRANCE**  
09.2011 - 03.2012

### Junior Project Manager

- Worked on Sony Playstation (Digital), SFR Vodafone (Shopper) and Ricola (ATL).
- Supporting the Account Director in developing and managing communications strategy.

Languages  
Passion project

Trilingual in English, French and Italian.

In 2011 I started Part Time Wizards, a new music website (part of the VICE Content Network) which started off as a solo bedroom project, and grew to a family of contributors in London, Paris, Berlin, NY and LA. After stopping some years ago, I recently brought it back to life as a podcast, interviewing people about their weird and wonderful hobbies, pass times and passion projects (guests include Nicole McLaughlin, Scott Fraser Simpson...)

## EDUCATION

- 2007 - 2011 University of Exeter, BA with honours Business and Management with European Studies
- 2009 - 2010 Università LUISS Guido Carli, Rome, Italy Erasmus Study Abroad Programme
- 2005 - 2007 Malvern College, UK International Baccalaureate
- 1995 - 2005 Lycée Français Charles de Gaulle, London, UK

## REFERENCES

- Caitlin Ryan  
VP Creative Shop EMEA, Meta  
caitlinryan@meta.com
- Leo Moore  
Director of Strategy & Insights, Kellogg's  
leo.moore@kellanova.com
- Richard Swaab  
Deputy Chairman, AMV BBDO  
swaabr@amvbbdo.com