

# Gianluca Paolo Brisigotti

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03/08/1989  
Italian, French

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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 marketers to bring to life creative campaigns that drive their business 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 lead for Southern Europe, working with Business Leadership team to develop and implement a strategic plan for the region. Leading cross functional taskforces (5+ members) across key EMEA initiatives.
- Unlocking the creative potential of Meta platforms to help brands drive business growth and innovation. Working with clients to build strategies, concept ideas, and execute campaigns on Facebook, Instagram, Messenger, and WhatsApp.
- 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 Reels for DR with Pure Gym & Cowboy Bikes).
- Developed the 'Creative Beacons' mentorship program for 20+ cross functional peers.

**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, and Nestlé. Achieving new business wins of over €2M.
- Building branded content strategies and creative partnership solutions that drive key business goals, in a way that authentically engages the Konbini audience.

**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	Universita 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