

Alberto Morello

Marketing & Communication Strategist

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PROFILE

Marketing & Communication Strategist with 7+ years of experience across B2B and B2C brands. At Somec Group, a publicly listed company, I build strategy, content and communication for an international multi-brand ecosystem. A psychology background means I always start from how people actually think and decide. My differentiator is AI, which I use every day to create content, research and digital tools faster and better, without ever losing the human voice. Proven across multi-channel campaigns and 15+ international trade shows in Europe, the US and the Middle East.

CORE COMPETENCIES

- **Prompt engineering & AI workflows:** built a role-based prompt system that keeps copy, research and content consistent across all brands and speeds up market and competitor analysis.
- **Interactive tools & rapid prototyping:** calculators, product comparison tools and web utilities built with AI-assisted development (vibe coding).
- **GEO & AI creative production:** optimising content to be found and cited by AI engines (Generative Engine Optimization), beyond classic SEO; AI image generation and editing for campaigns and catalogues.

EXPERIENCE

Brand Marketing Manager | **Somec Group S.p.A.** 05/2023 - Present

- Build communication, marketing materials and social media for five of the group's product brands, also managing international trade shows, events and external agencies.
- Manage the group's web ecosystem: SEO/GEO audits, site optimisation, Search Console analytics and WordPress across all brands.
- Integrated AI into everyday work: faster, more consistent content, research and analysis across all group brands.

Brand Marketing Manager | **Pizza Group S.r.l. - LLC** 04/2022 - 05/2023

- Led marketing and brand communication for the professional oven brand across international B2B markets (EU/US): product launches, trade shows, social media and web presence.

Account & Social Media Manager | **GASH - Gain and Share** 03/2020 - 04/2022

Digital Project Manager & Social Media Strategist | **CORE Comunicazione** 06/2021 - 04/2022

Social Media & Data Manager | **ARCA Incubator, University of Palermo** 10/2017 - 04/2018

PR Coordinator, Social Media & Event Planner | **Hostel Downtown, Prague (CZ)** 05/2015 - 09/2015

SKILLS

Strategy & Brand: Brand Management | Digital Strategy | Content Marketing | Social Media | PR & Events

Digital & Advertising: Meta Ads | Google Ads | SEO/SEM | GEO | Web Analytics | WordPress

AI & Tools: Prompt Engineering | AI Content Production | Interactive Tools | Vibe Coding

Languages: Italian (Native) | English (Near-native)

Strengths: Public Speaking | Cross-cultural Communication: working daily with partners, agents and markets across Europe, the US and the Middle East

EDUCATION

Microsoft & LinkedIn Career Essentials in Generative AI (Learning Path) Apr - May 2026

Sole 24Ore Business School Master in Digital Marketing Strategy 2020 - 2021

Catholic University of Milan Master's in Business Psychology (HR, Marketing, Comm.) 2018 - 2020

University of Palermo Bachelor's Degree in Psychology 2015 - 2018

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PROFILO

Marketing & Communication Strategist con oltre 7 anni di esperienza su brand B2B e B2C. In Somec Group, azienda quotata in borsa, costruisco strategia, contenuti e comunicazione per un ecosistema di marchi internazionali. La formazione in psicologia mi porta a partire sempre da come le persone pensano e decidono davvero. Il mio elemento distintivo è l'AI, che uso ogni giorno per creare contenuti, ricerche e strumenti digitali in meno tempo e con più qualità, senza mai perdere la voce umana. Esperienza consolidata su campagne multicanale e oltre 15 fiere internazionali tra Europa, Stati Uniti e Medio Oriente.

COMPETENZE CHIAVE

- **Prompt engineering & workflow AI:** ho creato un sistema di prompt per ruoli che rende uniformi copy, ricerche e contenuti di tutti i brand, e accelera le analisi di mercato e dei concorrenti.
- **Tool interattivi & prototipazione rapida:** creo calcolatori, comparatori di prodotto e utility web facendomi aiutare dall'AI nello sviluppo (vibe coding).
- **GEO & produzione creativa con AI:** ottimizzo i contenuti per farli trovare e citare dai motori AI (Generative Engine Optimization), oltre la SEO classica; genero e ritocco immagini con l'AI per campagne e cataloghi.

ESPERIENZA

Brand Marketing Manager | **Somec Group S.p.A.** 05/2023 - Oggi

- Costruisco comunicazione, materiali e social media per cinque brand di prodotto del gruppo, seguendo anche fiere internazionali, eventi e agenzie esterne.
- Curo l'ecosistema web del gruppo: audit SEO/GEO, ottimizzazione dei siti, analytics con Search Console e gestione WordPress per tutti i brand.
- Ho integrato l'AI nel lavoro quotidiano: contenuti, ricerche e analisi più veloci e coerenti per tutti i brand del gruppo.

Brand Marketing Manager | **Pizza Group S.r.l. - LLC** 04/2022 - 05/2023

- Ho guidato marketing e comunicazione del brand di forni professionali sui mercati B2B internazionali (UE/USA): lanci di prodotto, fiere, social media e presenza web.

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PR Coordinator, Social Media & Event Planner | **Hostel Downtown, Praga (CZ)** 05/2015 - 09/2015

COMPETENZE

Strategia & Brand: Brand Management | Digital Strategy | Content Marketing | Social Media | PR & Events

Digital & Advertising: Meta Ads | Google Ads | SEO/SEM | GEO | Web Analytics | WordPress

AI & Tools: Prompt Engineering | AI Content Production | Interactive Tools | Vibe Coding

Lingue: Italiano (Madrelingua) | Inglese (Quasi madrelingua)

Punti di forza: Public Speaking | Comunicazione cross-culturale: lavoro quotidiano con partner, agenti e mercati in Europa, Stati Uniti e Medio Oriente

FORMAZIONE

Microsoft & LinkedIn Career Essentials in Generative AI (Learning Path) Apr - Mag 2026

Sole 24Ore Business School Master in Digital Marketing Strategy 2020 - 2021

Università Cattolica di Milano Laurea Magistrale in Psicologia (HR, Marketing, Com.) 2018 - 2020

Università di Palermo Laurea Triennale in Psicologia 2015 - 2018