



Alessandro Salati

Marketing Manager

Location: Italy > Lombardia > Milano

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Years of Experience: 5

Employment Search: Si

Internships Available: No

Showcase description

My BA in Philosophy of Science and my MA in Cognitive Sciences, both awarded at Università degli Studi di Milano, centred mainly on Consumer Behaviour and Brand Management. My final dissertation concerned an in-depth psychological and neurological analysis of Purchasing Behaviour and a study of the concept of brands. After graduating I interned at ?Teva Italia?. This internship strengthened my understanding of how a company works. Also, I have learned the importance of team work within the company staff team. I then attended an MA course in Marketing Management where acquired both practical and theoretical skills which enabled me to progress in the field of Marketing and Communication. Currently I am Client Service at ?Catalina Marketing?, and my main responsibilities are to analyse the consumer behaviour and to create the correct marketing campaigns in order to develop the customer retention of the main italian retailers.
