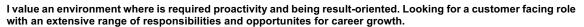
Alberto Mori Greco

Dynamic Italian expat professional based in Mexico City with extensive experience in the LATAM and North American region – fluent in Portuguese and Spanish. Currently employed as consultant supporting italian SMEs with their international development in Mexico and Central America.





CONTACT INFORMATION: +52 9984859185 mori97.am@gmail.com - Linkedin

Italian Trade Agency - Mexico and Caribbean regional office Trade and Business Development Consultant

Mexico City, MX 07/22-current

Main industries: furnitures, lighting and contracting solutions. Support on consumer goods and creative industries.

- Account Executive: carried out +45 consulting services: B2B business development, entry-strategy, re-positioning
- Business Developement: Scouted +60 business partners, +40 international buyers (+120% > target), +10 B2B closed deals

Work Experience

- Led diverse projects, including export trainings, B2B consumer experiences, and marketing campaigns
- Business missions: full cycle management from buyers selection, operational activities, post-project results evaluations
- Event Project management: full cycle management +4 fairs' pavillons, produced +2 events B2C for clients
- Acted as the primary point of contact for press conferences, influencer/media relations, and event coverage.
- Activated and cultivated business relationships directly with suppliers, strategic partners, public institutions
- · Administrative and management funcions: spending reports, reports writing, quarterly data analysis
- Seamlessly coordinated with teams across LATAM (Colombia, Chile, Brazil), USA, and Canada offices.

Export Support and Market Analyst -Desk Machines Italia North America - Italian Trade Agency

02/22-12/22

Digital Content Creator / Tv - Radio Host and Producer (Mexico City)

07/22-current

Current and past work - Radio and Digital Media

- Educational Tik Tok Content Creator (wellness) for the Digital Media "Cultura Colectiva" (2023)
- Guest commentator over Design and Furniture @ "Todos Somos Diseño" Podcast and THE CORE media channels (2023)
- Co-hosting live @ Radio MVS 102.5: saturday morning program section on lifestyle and traveling (2021)

Internships Endeavor Mexico - Marketing Project coordinator - UDLAP graduation project, managed a team of 4 Mexico City - 2021 Accenture Operations - Social Media User Experience Analyst - Client: Instagram (Meta) Lisbon, PT-2020 Volkswagen de Mexico – B2C Digital User Experience support – while at UDLAP, halted due to COVID Puebla, MX - 2020 Grand Visual Ltd – DOOH advertisement Agency – Agency Operations and Project Management London, UK - 2019 Education Rome Business School - Master in Luxury and Fashion Management (2022-2023) Online Rome, IT Avans University of Applied Science - Bachelor of International Business (2017-2021) Breda, NL Universidad de Las Americas Puebla - Bachelor of Business Administration, Exchange Program Puebla, MX Language and IT Skills Languages: English (proficient); Spanish (proficient); Portuguese (fluent), Italian (native) Interpersonal Skills: communication networking and team work, creativity, analytical and problem solving skills, work under pressure

- Additional information
- Start-upping a holistic digital marketplace in Mexico (2023), Sales representative & store owner (2020-2021)

IT Skills: CRM, Sales Management platforms (ex. Hubspot), Microsoft Office, Macintosh

Passionate about social media and influencer marketing. Currently managing ITA's digital multichannel communication (B2B)