

Andrea Mazziotti

Marketing Specialist | Campaigns, product launches and sales tools for B2B and retail companies | 16 years, 300+ clients and projects | Former Chief Client & Digital Officer at EVO.it



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PROFILE

If you've ever watched a launch stall because the sales team couldn't explain the product in two minutes, you know the part of marketing I care about.

From 2016 to 2025 I was Chief Client & Digital Officer at EVO.it, an Italian provider of digital, connectivity and security services. Working next to the sales team, I grew qualified leads by 40% while cutting acquisition cost by 25%, and new sales materials shortened the sales cycle by 15%.

Since 2010 I've also run Cult of NET, a small agency with more than 300 clients and projects behind it. ELETTRIFIX, a home appliance retailer and repair centre near Naples, used to sell only in store: online is now 35% of its revenue, and total revenue grew 42%. For Cosmoderma, a cosmetics contract manufacturer that sells B2B through five in-house reps, a new B2B website and targeted Google and LinkedIn campaigns turned occasional enquiries into a steady flow of qualified leads, enough to fill its production capacity.

My order doesn't change: market and competitors first, then the people who sell and the people who make the product, then the plan.

Earlier I organised about a hundred events for university students. I've spent more than ten years between Italy and London, and I work in Italian and English. Based in Naples.

EXPERIENCE

Cult of NET Founder

Jun 2010 – Present · Italy

- Marketing and digital agency for Italian companies: strategy, websites, advertising, automation and sales materials. More than 300 clients and projects since 2010, about 10 recurring clients and 15 projects a year.
- ELETTRIFIX, home appliance retailer and repair centre (Casoria and Succivo, near Naples): from in-store only to omnichannel, with e-commerce and after-sales service. Website, strategy, advertising and automation. Online sales went from zero to 35% of revenue, repair and spare-part requests grew, total revenue +42%, with sales across Italy.
- Cosmoderma, cosmetics contract manufacturer selling B2B in Italy and abroad through 5 in-house reps (more than 10 over the years) and a network of logistics and distribution partners: B2B website redesign, targeted Google Ads and LinkedIn Ads campaigns. Qualified leads went from occasional to steady and predictable, the client base grew and production capacity is now full.
- Market and competitor analysis as the first step of each project.

EVO.it (Evo S.r.l.) Chief Client & Digital Officer

Sep 2016 – Dec 2025 · Milan

- Led digital marketing strategy, lead generation campaigns, sales enablement and competitive intelligence for the sales team.
- Qualified leads +40%, with acquisition cost -25%.
- Sales cycle 15% shorter after rebuilding the sales enablement materials.

MOBILESTUDIO Co-founder

Apr 2012 – Present

- Business development consultancy for web, app and software projects. In 2026 launching AIOS, a custom AI system for entrepreneurs and professionals.

myNAUTICA Founder

Sep 2026 – Present

- Online training platform for the Italian boating licence. Designing the first video course with a sea captain as subject-matter expert.

WEB-TO-WEAR Founder

Jun 2015 – Dec 2025

- Designed the direct-to-consumer model and led the platform launch, bringing designer brands from distribution straight to the end customer.
- Coordinated flash-sale events brought hundreds of thousands of visits.

Cypris Chairman of the Board

May 2017 – Dec 2024 · Bologna

- Cosmetics brand with its own e-commerce: a line of 10 to 15 face and body care products (cleansers, anti-age serums, creams, oils, masks) sold online and through social channels.

ToccoSotto CEO & Founder

Sep 2007 – Dec 2012

- About 100 events for university students, with thousands of attendees: planning, venues and entertainment.

Earlier

- **AM Consulting**, Personal Trainer, Sep 2003 – Sep 2013. One-to-one coaching.
- **LAB46**, Web Designer, Nov 2009 – Nov 2010. Websites and search engine optimisation for agency clients.

EDUCATION

- **University of Calabria**, Computer Engineering coursework, 2003–2011.
- **Liceo scientifico «L. Siciliani»**, high school diploma, scientific track, 1998–2003.
- **ECDL**, 2003.

LANGUAGES

- **Italian**: native.
- **English**: professional working proficiency; more than ten years between Italy and London, not continuously.

KEY SKILLS

Marketing strategy

Product launch

Market research

Competitive analysis

Lead generation

Sales enablement

Go-to-market

Campaign management (Google Ads, LinkedIn Ads)

Event management

Project management

Cross-functional collaboration

Marketing automation

E-commerce