

JACOPO

LONGHI



DIGITAL PERFORMANCE MANAGER,
CONSULTANT & LECTURER
SWISS HOSPITALITY SOLUTIONS



**Digitalization is a way of thinking:
leaving space to strategic decisions
by streaming down time consuming
operations.**

LANGUAGES

Italian, English, Spanish

CURRICULUM

- Digital Marketing, Online Distribution
Sales Manager | Ticino Hotels Group
- E-Commerce Manager | Etihad Regional
- Marketing & Communication Specialist
| NCS Colour Centre Italia Srl

DM Strategist expert in online sales
and distribution with ten years of
experience within international leading
companies.

Other areas of expertise:

Online Image, E-commerce, Online
Guest Journey, Customer Relationship
Management, Social Media, Revenue
Management, Reporting & Analysis

QUALIFICATIONS

- Postgraduate Diploma in International
Marketing | Mälardalens University
Sweden
- Bachelor in Communication Science |
Università degli Studi dell'Insubria, Italy

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MY FOCUS:

**YOUR DIGITAL MARKETING &
ONLINE DISTRIBUTION STRATEGY**