Francesco Nocella

Commercial Manager · Digital Project Manager · E-commerce & Marketplace Manager

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PROFILE

Since 2001 I have worked on two fronts I have always kept together: commercial development and digital sales management. I founded and ran a communication agency for ten years, bringing in the clients and running the projects. I managed e-commerce and marketplaces for two industrial companies, with sales plans and advertising budget under my responsibility. I ran production, the sales network and four retail stores of a retail company. Today I sell B2B Shopify projects and handle their project management, develop the commercial side of a 3D medical printing manufacturer, and manage a corporate client portfolio in manufacturing.

I have managed teams of up to 7 people, reporting directly to ownership, and advertising budgets of up to €120,000 per year.

PROFESSIONAL EXPERIENCE

Sales & Project Manager, ICT Sviluppo (Shopify Premier Partner)

03/2026 – Present · Freelance

- B2B sales of Shopify projects: prospecting, client requirements analysis, quoting and negotiation.
- Digital project management on the Shopify projects of part of the client base: feasibility analysis, setup, coordination with the technical team.
- Pipeline and sales activity managed in HubSpot.

Sales Consultant, Bio3DPrinting

07/2026 – Present · Freelance

- Commercial development for 3D anatomical models, printers and bioprinters, across Lombardy and the Triveneto area.
- Design and build of the internal CRM for the sales agent network: contact records, visit log, price list and commission calculator.

KAM Business Developer, BBS

06/2025 – Present · Employee (Quadro) until 03/2026, freelance collaboration since 04/2026

- Coordination of 7 sales agents, reporting directly to ownership.
- Assigned target: €500,000 of new revenue in the first year, in a company with €2.2M in revenue built over 25 years and no marketing activity.
- Around €250,000 in contracts developed in the first three full months of operation (01/2026 – 03/2026), after the onboarding period and coming from a different industry.
- Identify new business opportunities and acquire new clients.
- Build sales strategies, negotiate contracts and commercial agreements.
- Manage and develop the existing corporate client portfolio; monitor market and competition.

General Manager, FFG Sweet Luxury

12/2024 – 04/2025

- Organised and optimised production; supervised 4 retail stores, with responsibility for operational efficiency and cost control.
- Digitalisation of the company system: introduced management software and a CRM.
- Commercial development: new client acquisition, expansion of the supplier network.

E-commerce & Marketplace Manager, Eurofood S.p.A.

09/2021 – 11/2024 · 2 direct reports, reporting directly to ownership

- Responsible for the group's digital sales channels: Amazon Vendor and B2B e-commerce on Magento (www.dec.it).
- Marketplace channel grown from €700,000 to €1.2M in sales over three years.
- Advertising budget: €80,000/year focused on a single brand, plus €40,000/year on B2B e-commerce.
- B2B e-commerce, 2024 vs 2023: revenue +22.3%, leads generated +37%, active leads +16.4%.
- Amazon Vendor, 2024 vs 2023: operational performance +48.8%, revenue +22.6% approx.
- Operational and strategic owner of the Amazon Vendor relationship.

E-commerce & Marketplace Manager, Krino S.p.A.

09/2019 – 09/2021 · held in parallel with the Digital Media Manager role

- Responsible for marketplace sales channels: Amazon Vendor, ManoMano.
- Responsible for the website of Ineco s.r.l. (ineco.it), a group company, built on Shopify.
- Management and coordination of communication agencies and influencer collaborations.

Digital Media Manager, Krino S.p.A.
11/2016 – 09/2021 · 2 direct reports, reporting directly to ownership

- Editorial plan and production of social and blog content.
- Facebook: approx. 11,000 organic followers. YouTube: 3,900 subscribers and over 500,000 views. Instagram: 2,700 organic followers. Blog: 30,000 organic unique users.
- Design and development of the weekly promotional newsletter: average unique open rate 63.8%.
- Concept and production, including post-production, of all company videos.
- Concept and delivery of the coordinated image and packaging for the "KrinoStart" line, aimed at the hobbyist market.
- Concept and delivery of the coordinated image for Ineco s.r.l.

Account Executive, Just.Studio, digital communication agency
2014 – 2016

Senior Video Maker, Sky Sport, a News Corporation brand
2010 – 2014 · Freelance

Senior Video Editor, RCS Redazione Digitale
2012 – 2013 · Freelance

Senior Video Editor, MTV
2008 – 2009 · Freelance

Founder, StudiosN | Communication Design, integrated communication agency
2001 – 2010

- Founded and ran the agency; 7 direct reports.
- Own commercial development: direct acquisition and management of the client portfolio.
- Creative direction and project delivery.

Note: from 2001 to 2014 I worked as a freelancer, on continuous and partly overlapping engagements for the clients listed above.

PROJECTS AND SHAREHOLDINGS

Shareholder, Pradivio S.r.l., Milan. Publishing house and PR agency, the latter mainly active in the food sector. Four online titles, three of which also in print: Mi-Tomorrow, The First Magazine, MilanoVibra.

Founder and developer, FiscoSplit (fiscosplit.it). App for Italian self-employed professionals, with a tax calendar and virtual envelopes for setting aside taxes and social contributions. Designed and built single-handedly with Claude Code and Lovable.

SKILLS

Sales and CRM HubSpot, Odoo, pipeline management, quoting, negotiation, sales agent network management
E-commerce and CMS Shopify, Magento, WooCommerce, PrestaShop, WordPress
Marketplaces Amazon (Vendor), ManoMano, eBay
Advertising and analytics Google Ads, Facebook Ads, Google Analytics, Google Search Console
Email marketing Klaviyo, MailChimp, MailUp, SendinBlue
AI Claude, ChatGPT, Gemini, Vibe
Web HTML, CSS, XML, PHP
Graphics Photoshop, Illustrator, InDesign
Video Premiere, After Effects, Final Cut, Avid Media Composer, Avid Nitro, Avid Adrenaline
Systems and productivity Windows, macOS, Microsoft Office, Google Workspace

EDUCATION

Politecnico di Milano Bovisa, Faculty of Industrial Design
Industrial Design, Communication

CERTIFICATIONS

Sales Management, 24Ore Business School. Achieved on 22/09/2026
Project Management Course, 24Ore Business School. Achieved on 23/04/2023

LANGUAGES

Italian: native. English: B1.

PUBLICATIONS

"Fiabe a confronto. Analisi della Rete di Petri applicata alle Fiabe", 2002, in "TEAnO. Esperimenti di modellazione estetica" by Marco Maiocchi, Libreria Clup Publishing.

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