

Contact

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www.linkedin.com/in/luca-borsoni-previdi-6410676 (LinkedIn)
www.asborsoni.com (Company)

Top Skills

Social Media Marketing
Advertising
Social Media

Languages

Inglese

Luca Borsoni Previdi

asborsoni.com
Brescia

Experience

ASBorsoni

Managing Partner & Creative Director
2004 - Present (18 years)
Brescia Area, Italy

I am in charge of the economic and administrative results of the company, and support managers during the definition of strategic plans and the congruence evaluation between objectives and resources. I identify special projects, suggesting supervisors and monitoring their actualisation. Based on the executives' proposals, I coordinate the elaboration of budget proposals. I evaluate and comment upon requests regarding new staff, internal and external mobility and command; I authorize abroad business trips of employees.

Fondazione Teatro Grande

Board Member
2017 - Present (5 years)
Brescia, Lombardia, Italia

Forlight srl

Partner & CMO
July 2015 - Present (7 years 1 month)
Cornegliano Laudense (Lodi)

Analysis & evaluation of the strategic plan of the company; monitoring of general trend; commercial development with existing or prospective clients, as well as with partners and suppliers, directly or through internal team members already dealing with said clients; peer PR; creative guidelines and approval of final materials; coordination of marketing and PR team.

Fondazione AIB

Board Member
2017 - December 2020 (3 years)
Brescia, Lombardia, Italia

Associazione Industriale Bresciana

President of Young Entrepreneur of Brescia
May 2017 - September 2020 (3 years 5 months)
Brescia, Italia

Università Cattolica del Sacro Cuore
Lecturer - Gestione di contenuti digitali per i media, le imprese e i patrimoni culturali (GE.CO)
October 2016 - October 2018 (2 years 1 month)

ASweSend
Founder & CEO
July 2015 - December 2016 (1 year 6 months)
Brescia Area, Italy

Creation of guidelines; analysis & evaluation of the strategic, industrial and financial plan of the startup with the board; monitoring of general trend; review of the potential of possible collaborations, acquisitions or company mergers; commercial development with existing or prospective clients, as well as with partners and suppliers, of AsborsoniWW, directly or through internal team members already dealing with said clients; supporting Business Developer Manager during the closing of deals with companies; peer PR; creation of creative guidelines and approval of final materials.

Accademia di Belle Arti SantaGiulia di Brescia
Lecturer - Art Direction II & Brand Design II (Creative Web Specialist)
September 2013 - 2014 (1 year)

Università Cattolica del Sacro Cuore
Lecturer - Master in Marketing delle imprese di arte e spettacolo
March 2008 - 2014 (6 years)
