

Federico Aliprandi

Contact

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Skills

Social Media

 Excellent

PC Hardware Knowledge

 Excellent

Automotive Knowledge

 Excellent

Web Marketing

 Very Good

Lead Generation

 Very Good

Photography/Editing

 Very Good

Video Editing/Production

 Very Good

Languages

I'm Federico Aliprandi and I'm a car enthusiast. I started my automotive blog way back in 2011 where I quickly gained a decent following of about 26000 followers. I'm extremely creative and I learned how to shoot and edit videos always pertaining car related content as a result. I have long term experience in Social Media Management and Web marketing thanks to my blog and past websites I've owned and ran.

Work History

2011-05 -
Current

Web Marketing and Social Media Management

Self Employed, Rho (MI), Italy

- Running and managing own automotive blog and websites with over 26000 readers/followers with over 30000 posts, many of them with tens of thousands of engagements.
- Decent Instagram following at around 2300 followers
- Fluent with all major social media platforms, SEO, engagement statistics, etc...
- Experience in reading engagement graphics and statistics.
- Content ended up on "Tumblr radar" (global spotlight) a number of times with great engagement by a vast number of users of the platform.

2018-09 -
2018-11

Automotive Sales

Eurosport Ltd., Auckland, New Zealand

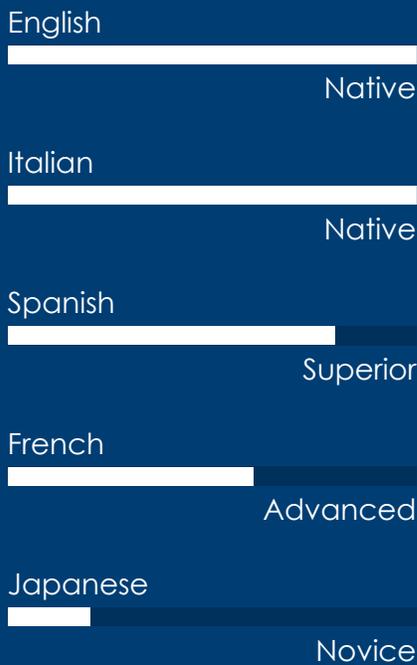
Automotive sales and overall help around a large dealer and importer of Luxury European Japanese specification cars in Auckland. I would walk customers around the yard and suggest them vehicles based on their needs. I'd take test drives with them, fill in paperwork, go for rego runs, groom cars, keep the showroom, take cars to and from workshops, tyre/wheel shops, etc...

2016-01 -
2018-11

Radio Host

Frank Ocean - Apple, Los Angeles, United States

Radio Host for Frank Ocean's blonded radio show on Apple's main radio station, Beats 1. I had my own segment where I talked about automotive related



topics, most of the time in a comical manner. All ideas for the show were brainstormed with the rest of the team and approved by Frank. The show was broadcasted worldwide on Apple Music. All episodes are still available online. I would still maintain a "conventional" occupation after the show stopped airing in a scheduled manner.

2018-05 -
2018-05

Car Groomer - Eventual Sales Position

Winger Subaru/Suzuki, Auckland, New Zealand
Car grooming and preparation for display inside show-rooms of brand new NZ New Subaru and Suzuki cars for one of New Zealand's biggest car dealership chains. I was supposed to be moved to a sales position but I ended up leaving after a short time due to a misunderstanding in regarding my Visa. I wasn't allowed to work for more than 3 months per employee (Working Holiday Visa limit for Italian nationals). It wouldn't have been enough time for me to move to sales.

2018-02 -
2018-05

Automotive Sales

Just Right Cars Ltd., Auckland, New Zealand
Automotive sales and overall help around a large family owned dealer and importer of Japanese specification cars in Auckland. Walked customers around the yard and suggest them vehicles based on their needs. I'd take test drives with them, fill in paperwork, go for rego runs, help the groomer's clean cars, update windshield prices, keep the yard clean, take cars to and from compliance, towbar shops, tyre shops, etc...

- Communicated accurate information about promotions, customer programs and products, providing exceptional customer service and driving retention.
- Listened to customer needs and desires to identify and recommend optimal products.
- Promoted customer loyalty and consistent sales by delivering friendly service and knowledgeable assistance.
- Answered questions about store policies and

- concerns to support positive customer experiences.
- Conducted product demonstrations to highlight features and redirect objections to positive aspects.

2016-02 -
2016-04

Sales Representative (Internship)

SIPA Management S.p.A., Pregnana Milanese (MI), Italy
Internship as a seller of sustainable packaging products.

- Collaborated with [Sales Manager](#) to identify ways to improve services for clients.
- Documented meeting minutes and distributed to staff to facilitate follow-up and permanent record.
- Represented company at public service events and client registration.
- Managed and archived quality documentation and participated in internal and external quality audits.
- Offered pricing and feature recommendations to management and cross-functional teams.
- Conducted field visits and met corporate customers for business development.

2015-03 -
2015-12

Personal General Assistant

Frank Ocean, London, United Kingdom

Personal General Assistant for musical artist Frank Ocean. Helped in day to day tasks, keeping track of appointments, meeting people on behalf, picking up and purchasing items.

- Worked with senior management to initiate new projects and assist in various processes.
- Contributed to smooth business operations by planning and organizing meetings and conferences, including conference calls.
- Accomplished special objectives and projects according to requests from board members.

2014-07 -
2014-09

Back Office - Order Input

Sogemar S.p.A., Rho (MI), Italy

Input of orders from various global shipping companies (MAERSK, MSC, China Shipping, etc) into the company's database. Managed over 100 order forms a day.

- Conducted training and change management

processes to improve operations.

- Followed quality standards and procedures to minimize errors and maximize customer satisfaction.
- Developed standard operating procedures and document workflow for current and future process steps.
- Received incoming calls and messages and addressed or triaged phone requests.
- Sorted product and provided expertise on non-conforming product requirements.
- Investigated and resolved customer complaints to foster satisfaction.

Accomplishments

- Collaborated a major musical artist for a number of years writing articles for his magazine and later on as a radio host on his Apple Radio show which was featured on major websites such as Highsnobiety, Rolling Stones, The Fader and many more.
- The same show appeared in the world record smashing videogame Grand Theft Auto V where I wrote and performed a couple of radio adverts about in game vehicles.
- I'm credited on Frank Ocean's "Blond" album and his magazine.
- A video I made about my trip in Japan was used without my permission by a music channel on Youtube where it gathered over 20 million views. I am now credited in the video description.
- More videos on my youtube channel have gathered a decent engagement with 2000-3000 views. My previously mentioned Japan video has over 9000 views on Vimeo before it was set as private.
- Owner and administrator of a successful automotive blog that's very well known in the Tumblr car enthusiast community.

Interests

Passion for automobiles and the automotive world

Passion for computer hardware and knowledge on how to assemble computers

Major interest about Japan and Japanese culture

Self taught video editor and photographer

Interest in computer software, particularly editing software for videos and photos

Education

2008-01 -
2013-01

IT Certification Diploma - Technical Institute
Istituto JF Kennedy - Rho (MI)