

# Alessio De Pellegrin



## EDUCATION

**University of Milan-Bicocca: Master's Degree in  
Communication Theories and Technologies - March 2024 -  
110/110**

Compulsory courses attended:

### **1st year**

- COGNITION AND LANGUAGE
- INFORMATION, COMMUNICATION, AND COMPUTER LAW
- COGNITIVE ERGONOMICS
- VISUAL COMMUNICATION LABORATORY
- WEB TOOLS AND APPLICATIONS
- COGNITIVE PSYCHOLOGY FOR COMMUNICATION
- DIGITAL COMMUNICATION
- ELEMENTS OF COMPUTER SCIENCE
- KNOWLEDGE MANAGEMENT

### **2nd year**

- VISUAL COMMUNICATION AND INTERFACE DESIGN
- DIGITAL MARKETING
- DATA VISUALIZATION
- INTERACTION DESIGN LABORATORY

### **Thesis.**

Title: New Frontiers in the Study of Population Aging Phenomena.

From Data to Intergenerational Engagement in the Case of Municipality 3 of Milan.

The objective of the thesis is the analysis of the older population in Milan and its Municipality 3 using advanced visualization techniques. To do this, programs such as QGIS and Tableau

have been used. Additionally, a study on the global aging of the population and the relationship of the older people with social media has been proposed. Meeting places for the “older” have been analyzed, and an intergenerational event has been organized in Municipality 3 with the aim of promoting generational exchange. The event was a success, and this thesis work received the highest marks from the examining committee.

## **24 ORE Business School: Master in Marketing and Communication Management - March 2022**

Compulsory courses attended:

- FROM STRATEGY TO MARKETING PLAN
- BRAND & STRATEGY
- CONTENT MARKETING, GROWTH HACKING, AND NEUROMARKETING
- PRICING, ECONOMICS, AND MARKETING KPIs
- COMMUNICATION PLAN AND SOCIAL MEDIA STRATEGY

The aim of this master's program is to provide students with all the practical skills necessary for their entry into the workforce and to have the ability to manage, organize, plan, and create marketing and communication campaigns.

## **IULM University: Bachelor's Degree in Public Relations and Corporate Communication - July 2021 - 101/110**

Compulsory courses attended:

### **1st year**

- MEDIA SOCIOLOGY
- ADVERTISING LANGUAGES
- INFORMATION SYSTEMS AND DIGITAL TRENDS
- PROFESSIONAL ENGLISH
- BUSINESS ECONOMICS
- BUSINESS COMMUNICATION
- CONSUMER BEHAVIOR AND CORPORATE CULTURE
- SEMIOTICS

### **2nd year**

- THEORY AND TECHNIQUE OF PUBLIC COMMUNICATION
- MARKETING
- PROFESSIONAL ENGLISH II
- CHINESE LANGUAGE AND CULTURE
- PUBLIC SPEAKING LABORATORY
- ADVERTISING LABORATORY
- CONSUMER PSYCHOLOGY AND NEUROMARKETING

- STATISTICS AND MARKET RESEARCH
- SOCIOLOGY OF CHANGE IN THE DIGITAL AGE
- PUBLIC RELATIONS LABORATORY

### **3rd Year**

- POLITICAL ECONOMY
- BUSINESS ORGANIZATION AND HUMAN RESOURCE MANAGEMENT
- STORYTELLING AND ARGUMENTATIVE WRITING LABORATORY
- ANTHROPOLOGY OF FOOD
- CREATIVITY AND DESIGN
- INSTITUTIONS OF PUBLIC AND PRIVATE LAW
- PROFESSIONAL ENGLISH III

### **Thesis.**

Title: Discounts and Industry Promotions: The Lidl Case.

In November 2020, Lidl, a prominent discount chain, generated substantial media and social buzz with the "Lidl mania" phenomenon. This excitement stemmed from the launch of the Lidl Fan Collection, an affordable line of apparel designed to humorously celebrate the brand. The collection sold out within hours, significantly boosting sales and enhancing Lidl's brand recognition. This study delves into the factors behind this success, starting with an exploration of the hard discount sector, where Lidl has traditionally operated, compared to the soft discount segment. It examines aspects such as store size, the presence of manufacturer brands, promotional strategies, and communication methods, as well as the impact of Italian Law No. 426/71 on this retail model.

The paper also reviews the promotional and communication strategies of both hard and soft discounters, focusing on "Everyday Low Price" (EDLP) and "High-Low Price" (Hi-Lo) tactics. It analyzes how discount retailers manage customer relationships and loyalty through CRM and micro-marketing techniques. The final section provides a detailed analysis of Lidl's evolution and how it managed to create the "Lidl mania" phenomenon. Key factors include the use of Social Media Marketing, the effectiveness of Scarcity Marketing, and the role of memes. Parallels are drawn between Lidl's strategies and those of the streetwear industry, particularly in product launches and "drop" techniques.

## **Luigi Galvani High School: Applied Sciences Scientific Diploma - July 2018**

During my high school years, I engaged in numerous group projects, enhancing my relational skills. I completed an internship at the University of Milan, specifically in its administrative office, where I was responsible for managing internships and providing support to students. For my final exam, I presented a project titled "Pop Icons and Communication Models in the 20th Century," achieving the highest score.

# WORK EXPERIENCES

## **CRM BUSINESS ANALYST at Assist Digital**

I support clients in managing processes, marketing plans, and Voice of the Customer campaigns through Qualtrics. I use Salesforce Analytics to identify strategic KPIs and improve processes, services and products. I collaborate with multidisciplinary teams to develop custom, data-driven solutions. I am responsible for creating detailed analytical reports, defining operational strategies and monitoring performance to ensure measurable results. The goal is to maximize efficiency and customer value through continuous improvement.

## **Internship and thesis at Artificial Intelligence Laboratory Bicocca**

I acquired skills in using Tableau, a data analysis and visualization platform, and QGIS, a visual data analysis platform specializing in creating geographic maps. I also participated in the organization of an event for the Centenary of the Lambrate district in collaboration with Municipality 3, Made in Lambrate, all the Lambrate galleries (in particular Matteo Mauro studios), and NOAH Guitars. My thesis, titled "New frontiers in the study of population aging phenomena. From data to intergenerational engagement in the case of Municipality 3 of Milan," received the highest marks from the graduation committee. I also served as a member of the Communication Committee, responsible for the communication and organization of the International Summer School on Artificial Intelligence, which will be held at Villa del Grumello in Como in September 2024.

## **Marketing Intern - Soccerment**

This role allowed me to acquire skills in DEM tools (Klaviyo and Mailchimp), e-commerce management (Shopify), and video editing (Clipchamp). Additionally, I played a central role in the creation and subsequent success of the company's Customer Care service.

## **Internship - Up2you - La formazione che ti sorprende**

I gained further skills in CRM systems and the use of Personas. I implemented and developed the redesign of the company website and blog (Up2you-Website). I also managed the company's social media pages.

## **Internship - Vs. Formazione S.r.l.**

I acquired the basics of programming, became capable of designing and implementing landing pages, learned the fundamentals of competitor analysis, and attended various communication and sales classes.

# PUBLICATIONS

- Milella F, Clarizia E, De Pellegrin A, Bandini S (2024). *Sustainable walkability in inner areas of Italy: a research proposal on AI-based simulation for older adults*. Ital-IA 2024: 4th National Conference on Artificial Intelligence, organized by CINI, May 29-30, 2024, Naples, Italy (forthcoming)

This paper aims at discussing the ongoing research activities that are being conducted on the use of AI-based solutions to promote walkability indexes in the Italian inner areas. Although social sustainability is an expected outcome of the walkability concept, the literature has focused on urban social sustainability and the development of socially sustainable urban communities, while attention to pedestrian-friendly rural areas is lacking. The paper examines existing research on the subject and emphasizes the potential of agent-based simulation to create indicators that promote service accessibility and inclusion, specifically in terms of sustainable walkability in rural areas with a high density of older people.

- Borrè L., De Pellegrin A., Bandini S. (2025). *Assessing walkability in Italian inner areas: the case of Premeno and public services reallocation*. AGE-IT 2025 – National Conference on Ageing, Technologies and Innovation, December 1–2, 2025, Naples, Italy.

This paper presents a case study focused on the assessment of walkability as a tool to improve accessibility to essential services in rural inner areas of Italy, taking the municipality of Premeno (VB) as a reference point. The paper highlights the role of geospatial analysis and GIS-based thematic mapping in evaluating pedestrian accessibility to local public offices and healthcare services, with particular attention to older adults and citizens with reduced mobility (around 30% of the population). By comparing current service locations with a proposed relocation site (Villa Bernocchi), the study quantifies improvements in accessibility through key indicators such as distance, elevation, infrastructure quality, lighting, and safety. The findings support evidence-based urban planning and inclusive service reallocation strategies. Moreover, future research directions include integrating agent-based simulations and drone-based mapping to develop tailored walkability indices for marginal mountain areas characterized by demographic aging.

# UNIVERSITY EXPERIENCES

**Recipient of a Research Fellowship** (2022-NAZ-0457 INF01-COMPUTER SCIENCE) within the framework of the European Union – Next Generation EU initiative, under the National Recovery and Resilience Plan, PE8 "**Consequences and Challenges of Ageing**", Project Age-It (AGE-IT – A Novel Public-Private Alliance to Generate Socioeconomic,

Biomedical and Technological Solutions for an Inclusive Italian Ageing Society – Ageing Well in an Ageing Society) – AGE-IT.

## Conference and Workshop

- Workshop Speaker, Shaping Ageing Futures: Emerging Societal Challenges and Research Directions | Milano, 2026. Presented: “Accessibility to services in inner areas for an ageing population: Actions and interventions for the municipality of Premeno”
- Workshop Speaker, Accessibility to services in remote areas for an ageing society: dialogue between japan and italy | Milano, 2026. Presented: “From Data Collection to AI-based Simulation to Optimize Accessibility to Public Services in Remote Areas: the Case of Premeno (VB, ITALY)”
- Conference Speaker, “ForumN.A. - “Forum della Non autosufficienza e dell’autonomia possibile” | Bologna, 2025. Presented: “Supporting decision-making for optimizing access to services for the elderly through new integrations of digital technologies: the case of Premeno (VB)”
- Conference Speaker, Stakeholder Meeting SPOKE 5 | Bologna, 2025. Presented: “Supporting decision-making for optimizing access to services for the elderly through new integrations of digital technologies: the case of Premeno (VB)”
- Conference Attendee, Milan, 2025 – “Mobility, Accessibility and Urban Environments: Towards Common Research Perspectives between Italy and Japan”

## Lessons

On 26 November, 2025], I delivered a 3-hour guest lecture within the course Artificial Intelligence for the Master’s program in Computer Science.

This session focused on the integration between Geographic Information Systems (GIS) and agent-based simulations using QGIS and NetLogo, including:

- Introduction to spatial data and GIS concepts
- Basic functionalities of QGIS
- Preparing and exporting GIS data for simulations
- Integrating GIS datasets into NetLogo models

On 21 November, 2025, I delivered a 3-hour guest lecture within the course Artificial Intelligence for the Master’s program in Computer Science.

The session focused on an introduction to NetLogo and the fundamentals of agent-based modeling. In particular, the lecture covered:

- Introduction to NetLogo and agent-based modeling
- Core concepts: agents, patches, turtles, and observer
- Basic model structure and simulation logic
- Simple examples of agent interaction and environment dynamics

On 18 November, 2025, I delivered a 1,5-hour guest lecture within the course Artificial Intelligence for the Master’s program in Communication Theories and Technologies.

The lecture provided an overview of the combined use of GIS tools and agent-based modeling for spatial simulations. The session included:

- Introduction to Geographic Information Systems (GIS)
- Overview of NetLogo and agent-based modeling
- Demonstration of GIS tools and spatial data
- Example of integrating GIS data into NetLogo simulations

On May 3, 2024, I conducted a one and a half hour lab session on the collaborative graphic software Figma. During this lesson, I introduced the students to the tool by explaining the following functionalities:

- Layer, Frame, and Design System
- Basic Tools and Features
- Styles
- Auto Layout
- Components and Instances
- Color Palette
- Typography
- Libraries and Community
- Prototyping

## Thesis Co-advisor

1. *Analysis of aging developments in inner areas: demographic study and proposals to improve the quality of life for the older population in the municipality of Premeno (VB) through the use of GIS platform, interviews with caregivers, and a project for relocating the municipality and medical office.* Luca Borrè (2024) - Master's Degree in Theory and Technology of Communication.

## Other

### **Certified Research Activity – Artificial Intelligence Lab, University of Milano-Bicocca Jul 2025**

Certified by Prof. Stefania Bandini, Full Professor and Scientific Director of the Artificial Intelligence Lab (Department of Informatics, Systems and Communication), for the research work conducted within the AGE-IT project – A Novel Public-private Alliance to Generate Socioeconomic, Biomedical and Technological Solutions for an Inclusive Italian Ageing Society (Spoke 5, WP4, CUP H43C22000840006).

Activities included:

- Use of QGIS for geographic data processing and management
- Drone-based territorial surveys and geospatial data collection
- Analysis of geospatial and research data

Also contributed as a tutor supporting students and collaborators in both practical and theoretical tasks.

## SKILLS

### Soft Skills

I have excellent teamwork and communication skills. I am highly adept at understanding situations and picking up on nonverbal cues from people. I am proactive and consistently maintain a positive attitude. I always strive to find the silver lining in things, and many people would describe me as reliable. Moreover, I am someone who loves challenges and improvement. Many choices in my life have indeed been guided by these values of self-improvement and growth.

### Hard Skills

I am able to use a wide variety of programs depending on the challenge or objective presented to me. Regarding communication and marketing, I am proficient in using graphic design programs such as **Canva** and **Figma**, video editing software like **ClipChamp**, programs for planning Direct Email Marketing campaigns such as **Klaviyo** and **Mailchimp**, and finally, CRM and customer management programs like **Hubspot** and **Tidio**. Additionally, I excel in using **Excel**, **Word**, and **PowerPoint**, as well as the entire Office suite in general. I am also skilled in data analysis and capable of using programs like **Tableau**, **QGIS** and **Salesforce Analytics**.

## LANGUAGES

**Italian** - Native

**English** - Advance

**Chinese** - Basic

## CERTIFICATES

### HACCP

During a work experience while I was still in high school, I successfully completed the basic HACCP certification, which provided me the opportunity to learn how to handle food and beverages correctly, as well as the rules for their proper storage.

## ECDL FULL STANDARD (14/12/2018 - 13/12/2021)

During my bachelor's degree, I obtained the ECDL FULL STANDARD certificate. This certificate verifies my computer literacy and skills in this field.

## Health and safety training for workers

During my master's degree studies at University of Milano-Bicocca I attended a course about General health and safety training for workers. In this course I study the general rules about general health and safety at work.

## Fundamentals of digital marketing

During this time working in consulting, I cultivated my passion for digital marketing by earning this Google certification.

## Drone Pilot certification A1 - A3

Certified under the European Union Regulation (EU) 2019/947, the A1–A3 certification authorizes remote pilots to operate drones in the "Open" category under subcategories A1 and A3. It covers fundamental knowledge in air safety, aviation regulation, drone operation limitations, and privacy considerations, allowing for flights near people (A1) and in low-risk environments away from people (A3).

## Drone Pilot certification A2

Also issued under the EU Regulation (EU) 2019/947, the A2 certification enables drone operations in the "Open" category, subcategory A2, which allows flights closer to people than permitted under A3, provided certain safety measures are followed. The certification requires more advanced theoretical knowledge, including meteorology, UAS flight performance, and risk mitigation strategies.

## UX-PM certification - I Level

I obtained the UX-PM Level 1 certification, which provided me with a comprehensive understanding of the fundamental principles of User Experience (UX). Through this training, I developed a solid grasp of the strategic relevance of UX in digital projects, learning to recognize its value both from a business perspective and in terms of user satisfaction. I became familiar with core UX methodologies, such as user research, personas, and customer journey mapping, and enhanced my ability to collaborate effectively with designers, researchers, and stakeholders. This experience enabled me to integrate a user-centered approach into project processes, even without a formal background in design.

## CONTACT DETAILS

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