GIORGIO LEIDI

Marketing & Content Specialist

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Summary

Marketing and brand professional with experience across Canada and Italy in brand development, content strategy and digital marketing. Hands-on experience building brands from concept to launch through content, campaigns, events and visual production.

Experience

Orobica Pesca

Bergamo, Italy - remote

Marketing & Content Specialist

2025 – Present

- Plan content calendars and coordinate campaigns across social media, website, email and multiple retail locations.
- Managed multi-channel marketing initiatives across social media, website and email, using GA4 to analyze 5,200+ sessions and 10,800+ page views over a three-month period and inform campaign decisions.
- Produce Reels, photos, videos and promotional assets from concept to publication, maintaining consistent brand messaging.
- Coordinate a graphic designer and videomaker, defining creative briefs, assigning tasks and reviewing deliverables.
- Improve website content and user experience, and support marketing initiatives to promote delivery services and attract new customers.

EatRosetta

Toronto, Canada / Italy

Brand Marketing Lead

2024 – 2025

- Led the development of EatRosetta’s brand from the ground up, shaping its positioning around a circular food concept that transforms recovered bread waste into new food products.
- Developed the brand identity, including logo, visual direction, messaging and marketing strategy.
- Produced photography, Reels and video content from concept and shooting through editing and social media publishing.
- Developed food-and-music events to build brand awareness and community across Canada and Italy.

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Orobica Pesca

B2B Sales Representative

Milan, Italy
2020–2023

- Built a portfolio of approximately 40 restaurant clients in Milan from scratch, generating €70,000 in monthly sales.
- Managed ongoing client relationships and advised restaurant customers on seafood selection.

Freelance

Photographer & Content Creator

Toronto, Canada; Milan & Bergamo, Italy
2019 – Present

- Developed visual concepts and produced photography and short-form video for brand, commercial and editorial projects.
- Managed production from planning and shooting to editing and delivery, adapting assets for social media, websites and campaigns.

Education

ILAC International College - Toronto, Canada

Sales and Marketing

Completed 2024

IED - Milan, Italy

Master in Fashion Photography

Completed 2022

Skills

Marketing: Content strategy · Social media marketing · Campaign planning · Brand communication · Copywriting · Content calendars · Project coordination

Analytics & platforms: Google Analytics 4 · Meta Business Suite · Website content management (WordPress, Elementor)

Creative: Photography · Video production · Adobe Photoshop · Lightroom · Premiere Pro · Canva · Figma

AI & automation: ChatGPT · Prompt engineering · AI-assisted content & campaign development · Research & data analysis · Creative ideation · Workflow optimization

Languages

Italian: Native • English: Professional working proficiency