

Francesco Nocella

Commercial manager, e-commerce and marketplace manager, digital project manager

Cambiago (MI), Italy. Milan area, remote

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I sell. I find clients, negotiate agreements and run the digital channels that serve them. The commercial side goes back to my own agency, from 2001: I found the clients myself. Today I do it for ICT Sviluppo, a Shopify Premier Partner, for BBS and for Bio3DPrinting. In between, from 2016 to 2024, I ran Amazon Vendor and Magento B2B e-commerce for industrial and food groups; before that, fifteen years of video production and communication at MTV, RCS, Sky Sport and my own agency.

Professional experience

Since Jul 2026

Consultant

Bio3DPrinting

Commercial and digital consulting.

Since Apr 2026

Sales & Project Manager

ICT Sviluppo, Shopify Premier Partner

Sales and delivery of Shopify e-commerce projects.

Since Jun 2025

Business Developer, KAM

BBS

- I identify new business opportunities and acquire new clients.
- I build sales strategies to grow revenue.
- I negotiate contracts and commercial agreements.
- I manage and grow a corporate client portfolio against sales targets.
- I watch the market and the competition for trends and openings.

Dec 2024 - Apr 2025

General Manager

Felice Milano

- I organised and optimised production and supervised four retail stores, with operational efficiency and cost control.
- I digitalised company systems, introducing management software and a CRM.
- I acquired new clients and developed the commercial area, expanding the supplier network.

Sep 2021 - Nov 2024

E-commerce & Marketplace Manager

Eurofood S.p.A.

- I ran the group's digital sales channels: Amazon and B2B e-commerce on Magento (dec.it).
- In 2024 B2B e-commerce closed at **+22.3%** revenue over 2023, with +37% leads generated and +16.4% active leads.
- On Amazon Vendor, as operational and strategic manager, 2024 operational performance improved by **48.8%** and revenue grew about 22.6% over 2023.

Sep 2019 - Sep 2021

E-commerce & Marketplace Manager

Krino S.p.A.

- I ran the marketplace sales channels: Amazon Vendor and ManoMano.
- I looked after Ineco's company website (ineco.it), built on Shopify.
- I managed collaborations with communication agencies and influencers.

Nov 2016 - Sep 2021

Digital Media Manager

Krino S.p.A.

- I ran the editorial plan and content production for social and blog.
- Facebook: about 11,000 organic followers. Instagram: 2,700 organic followers.
- YouTube: 3,900 subscribers and over 500,000 views.
- Blog: 30,000 organic unique users, 0.30% bounce rate.
- I designed and built the weekly promotional newsletter: **63.8%** average unique open rate.
- I conceived, produced and edited all company video.

- I designed the brand identity and packaging for the KrinoStart line, aimed at the hobby market.
- I designed the brand identity of Ineco s.r.l., a company within the group.

2014 - 2016	Account Executive Just.Studio, agenzia di comunicazione digitale
2010 - 2014	Senior Video Maker Sky Sport, gruppo News Corporation
2012 - 2013	Senior Video Editor RCS, Redazione Digitale
2008 - 2009	Senior Video Editor MTV
2001 - 2010	Founder Studios ^N , Communication Design Integrated communication agency.

Technical skills

CRM and sales	HubSpot, gestione della pipeline, preventivi e trattative
Marketplaces	Amazon Vendor, ManoMano, eBay
E-commerce platforms	Magento, Shopify, WooCommerce, WordPress, PrestaShop
Advertising and analytics	Google Ads, Facebook Ads, Google Analytics, Google Search Console
Email marketing	MailUp, Mailchimp, Sendinblue, Klaviyo
Code	HTML, CSS, XML, PHP
Design	Photoshop, Illustrator, InDesign
Video	Premiere, After Effects, Final Cut, Avid Media Composer, Avid Nitro, Avid Adrenaline
Systems and office	Windows, macOS, Suite Office, Suite Google

Personal projects

- **FiscoSplit** (fiscosplit.it): works out how much an Italian freelancer should set aside for VAT, taxes and social contributions on every invoice collected.
- **Patrimion** (patrimion.io): keeps personal finance accounts, income, spending, investments, debts and goals in one place.

Education

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

Certifications

Project Management course. 24Ore Business School, 23 April 2023

Languages

Italian: native. English: B1.

I authorise the processing of my personal data under EU Regulation 2016/679 (GDPR).