

# Marco Monsurrò

Founder presso Wepromo  
Bologna, Emilia Romagna, Italia

## Esperienza

Wepromo

12 anni

Founder

luglio 2012 - Present (11 anni 8 mesi)

Bologna

CEO / general manager

2012 - Present (12 anni)

Bologna, Italia

Wepromo is a promotion agency which aim is building a bridge between content creators and companies that want to use entertainment as a relational marketing tool. Thanks to an extensive network of partnerships with main players in the culture industry (from cinema to music fields), Wepromo develops highly emotional promotions for companies in any product category and provides the most effective mechanicals and deals for its customers, supplying all the services and tools for promotions' development: procedures management, graphic design and the activation of customisable web platforms, social minigames, instant-win softwares and sms platforms, all of them owned by the company.

It also conceives and delivers money-cant-buy experiences that add value to the loyalty programs of companies who want to reward their most loyal customers with exciting once-in-a-lifetime and exclusively tailored experiences.

Among the many big companies that have chosen Wepromo: Librerie Feltrinelli (bookstores), Euronics (consumer electronics), Sperlari (food), Europcar (rental), Casio (watches). Among the players in the entertainment world: Universal Pictures, Warner Bros. Pictures, Walt Disney Pictures, UCI Cinemas, Eagle Pictures, Paramount Pictures, Medusa Film, Lucky Red, 01 Distribution / Rai Cinema.

Università di Bologna

Educational

2010 - 2022 (12 anni)

Bologna, Italia

## Competenze principali

Marketing communication

Marketing

Strategia di marketing

## Languages

Inglese (Professional Working)

Francese (Elementary)

April 2022

University of Bologna

MA in Cinema and Audiovisual Industry

Workshop on "Social Media and Promotion in the movie industry".

School of Arts, Humanities and Cultural Heritage

Professor: Marco Cucco

December 2016

University of Bologna

MA in cinema, TV and multimedia production

Lecture on "comarketing and fidelization. New strategies in cultural promotion.

Class: economy and marketing of audiovisual media

Professor: Veronica innocenti

October 2016

University of Udine

BA in public relations and arts and multimedia communication

(multidisciplinary workshop)

Lecture on "comarketing and fidelization. New strategies in cultural promotion."

Professors: Giulia Carluccio and Francesco Pitassio

May 2014

Academy of fine arts - Bologna

BA in graphic design - design and applied arts department

CIRCONFERENCE - creativity professionals meet the Academy students

Lecture on "the dog ate my budget: cinema as a strategic and emotional incentive during the crisis."

Professors: Danilo Danisi and Marina Gasparini

April 2010

IULM University - Milan

BA in public relations and business communication

Lecture on: "Co-marketings in the cinema industry: three successful case studies"

Class: political economy

Professor: Anna Maria Bagnasco

Biografilm Festival-International Celebration of Lives

Head of media-partnership

giugno 2005 - giugno 2012 (7 anni 1 mese)

In eight years I have been involved many partner that have given visibility to the festival such as: XL, La Repubblica.it, Internazionale, Zero Edizioni, Rolling Stone Magazine, Coming Soon Television, Movieplayer.it, La Feltrinelli/RicordiMediaStores, Mymovies, Studio Universal and many others.

The Culture Business srl.

Managing Director at fanaticaboutfilms/Partner

aprile 2005 - giugno 2012 (7 anni 3 mesi)

Bologna, Italy

Marco cofounded fanaticaboutfilms at The Culture Business – a marketing agency focused on the development of screening programs, third party promotions, sales promotions, media-promotions and brand-partnerships for theatrical and home video releasing companies.(Warner Bros Pictures, Universal Pictures, Paramount Pictures, 20th Century Fox, Dreamworks Animation, Rai Cinema, Medusa).

"I run a passionate team that create some of the Italy's largest and most effective sales promotion and partnership marketing campaigns. My work is varied and exciting. Working with clients such as Euronics, Lush, Accessorize, Feltrinelli and many others"

Marco Monsurrò

Mikado Film

Marketing

2000 - 2003 (3 anni)

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## Formazione

University of Bologna

Bachelor of Fine Arts in Arts, Music and Cinema (1995 – 2001) · (1995 - 2001)

Istituto Nazareth High School - Naples

Classical Education (1989 – 1993) · (1989 - 1993)