

GIOVANNI PUPO

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PROFILE

Digital Marketing Strategist with 8+ years of experience across agency and client-side roles. Expert in e-commerce, performance marketing, and digital media. Adjunct Professor at POLIMI Graduate School of Management and the University of Calabria, with a passion for combining data, creativity, and strategy in marketing education and execution. Proven track record delivering growth for global brands including Lipton, Porsche, Disney, HSBC, and Audi. Creator of *A Glass of Marketing*, an illustrated YouTube podcast blending academic insight with industry expertise. Keynote speaker (talks.giopupo.com) and author of a monthly newsletter (giovannipupo.substack.com).

ACADEMIC EXPERIENCE

Adjunct Professor — POLIMI Graduate School of Management, Milan

Jan 2023 — Present

- Teach Media Planning, Campaign Design, and Analytics in the International Master in Media and Communication Management.
- Designed and lead the Digital Media Lab simulating real campaign execution.
- Delivered workshops on Meta, Google, and LinkedIn Ads.
- Bridge theory and practice using real case studies from global marketing campaigns.

Adjunct Professor — University of Calabria, Cosenza

Mar 2021 — Present

- Designed a hands-on Digital Marketing Lab supporting 10+ SME transformations.
- Trained students in campaign strategy, execution, and analysis.
- Focused on performance marketing, paid media, and practical marketing applications.

PROFESSIONAL EXPERIENCE

Head of E-commerce Media Europe — Lipton Teas and Infusions, London

Jan 2024 — Jan 2025

- Led EU e-commerce media strategy across Amazon, Tesco, Carrefour, and others.
- Managed €10M annual budget, driving 30% YoY revenue growth.
- Delivered training to local markets, aligning strategy with commercial targets.

Head of Paid Media — Lipton Teas and Infusions, London

Jan 2023 — Jan 2024

- Oversaw global paid media for Lipton, Pukka, PG Tips, and Tazo.
- Managed a €50M budget; improved media efficiency by 50%.
- Aligned media strategy with brand and business objectives across markets.

Paid Media Lead — Unilever, London

Nov 2021 — Jan 2023

- Directed global strategy with PHD and Starcom across all digital channels.
- Increased efficiency by 30%; led knowledge transfer and training sessions globally.

Digital Manager / Senior Planner — PHD Media, London

Jan 2020 — Oct 2021

- Managed campaigns for HSBC, Audi, and Porsche.

PPC Account Executive — IPG Mediabrands, London

Aug 2018 — Nov 2019

- Managed €10M annual PPC spend for clients like Disney and Smartbox.

ENTREPRENEURIAL PROJECTS

Founder & Host — [A Glass of Marketing](#)

Mar 2024 — Present

- Host of an illustrated podcast exploring marketing and leadership.
- 10K+ views per episode; 5K+ subscribers within six months.
- Integrated into teaching and workshops at universities.

Founder — learning.giopupo.com

Jan 2020 — Present

- Built an e-learning platform for digital marketing students and professionals.
- Used in university programs and training sessions.
- Reaches 5K+ users annually with high-quality educational content.

EDUCATION

MSc — Marketing Metrics & Analytics, LUISS Guido Carli, Rome

BSc — Business Management, LUISS Guido Carli, Rome