

## Marketing & Promotions/IT Support



Vincenzo (Enzo) Bocchino, at 23 years of age, is the founder of Bocchino Marketing Group (BMG). Born and raised to Italian and Cook Island parents in Hobart, Tasmania, his childhood revolved around an industrious family environment that encouraged sustainability of fresh produce at home, notably he also recognised that same hardworking ethic in the family Bodyworks business. This humble beginning gave Enzo a passionate purpose to start his own entrepreneurial vision. Enzo Inspires to make a positive impact, Challenges to live Healthily, and Empowers to Believe in yourself.

### Expertise and Experience

In 2018, Enzo earned a Bachelor of Business degree from Avondale University College, NSW; majoring in Human Resource Management and a minor in Marketing. With work placements in Sanitarian Health & Wellbeing, Life Health Foods, Bigge's Barbershop and an internship with ETM Perspectives Pty Ltd (ETMP) attending a project called Work Exposure in Government (WEX 2018). Enzo didn't stop there, he took his entrepreneurial skills further by offering barbering services at College to pay for tuition and freelancing into digital media.

Joining ETMP in 2019, in the role of Marketing and Promotions, he strives to make a point of "media" impact for ETMP as a leading specialist consultancy company in leadership development and governance facilitation. Enzo has put a lot of time and effort in the recent months working on ETMP's internal processes to successfully adapt to COVID-19's impacts. Enzo has created an online presence for the company through web development, CRM, and an online project management tool to deliver, manage and facilitate a number of programs through the ETMP website and video communication systems for Government and non-Government organisations.

### Areas of Specialisation

- ✓ Content Marketing
- ✓ Social Media Marketing (Digital)
- ✓ Product Marketing
- ✓ Advertising and Promotions
- ✓ Affiliate Marketing
- ✓ SEO
- ✓ Basic IT skills
- ✓ Website Development
- ✓ Online Course development
- ✓ Ecommerce

### Qualifications

- ✓ Bachelor of Business  
Human Resource Management (Major)  
Marketing (Minor)

### Training

- ✓ Effective Communication by ETMP
- ✓ Unconscious Bias by ETMP
- ✓ Cross-Cultural Awareness by ETMP
- ✓ Instagram domination course by Foundr
- ✓ FBA E-commerce by Freedom Formula
- ✓ Dropshipping Accelerator E-commerce