# Sergio Giannone

Senior Content and Product Marketer
specialising in Applied AI

**Website:** sergiogiannone.com

## Summary

From founding tech startups to leading global content and product teams for international companies, I thrive at the intersection of **content/product marketing, brand storytelling, and product strategy**. With deep expertise in AI and AI-powered tools, I've mastered the art of scaling content production while maintaining a sharp focus on brand harmony and creativity.

## Education, Certifications & Awards

- **Bachelor of Science in Communication**, Università degli Studi di Palermo (Italy)
- **Certified Content Engineer**, AirOps, November 2025 Cohort
- **Certified Scrum Product Owner (CSPO)**, Issued by Scrum Alliance
- **Perplexity AI Business Fellow (2025)**, a fellowship focused on integrating AI into business strategies
- **Microsoft MVP (Most Valuable Professional) Award 2009**, Issued by Microsoft Corp.

## Professional Experience

### Frasers Group
**AI Content Ops Manager** | UK, August 2025 – Present

- Leading the move to LLM-powered content across Sports Direct, Frasers & FLANNELS. Selecting tools, setting guardrails, and hands-on curation of AI copy for PDPs, landing pages, CRM, blogs and paid social.
- Part of the group's "AI Board", I help shape the AI strategy across departments and functions, liaising with key stakeholders and the senior leadership team to deliver hands-on training sessions on topics such as agentic AI, automation and AI best practice.
- Oversee and coach a team of 8 writers (digital + SEO), enabling effective AI use with clear standards, streamlined workflows, and robust QA while keeping each fascia's brand voice consistent.
- On the systems side, I develop and ship production workflows (prompting, retrieval, model configuration, and selective fine-tuning) to enhance relevance, consistency, and time-to-live, collaborating with SEO, Trade, Commercial, and Marketing teams, and iterating based on performance data.

## Accelerate Agency
**Content Manager (FTC)** | UK, Feb 2025 – July 2025

- Led content production for major B2B SaaS and AI clients globally, ensuring technically accurate, high-performing content that drives organic growth.
- Managed a team of editors and oversaw a network of freelance writers, maintaining editorial excellence while streamlining production processes through workflow optimisation and AI/automations.
- Worked closely with cross-functional teams and clients and ensured content aligned with technical expertise, brand voice, and SEO best practices to maximise impact.

## Mindora
**Co-founder, Product Lead** | UK, Oct 2023 – Dec 2024

- Co-founded a startup building an AI-powered HR tech platform for workplace wellbeing.
- Developed a comprehensive brand strategy and positioning for market entry, establishing Mindora as an innovative player in the enterprise wellbeing space.
- Created compelling brand narrative focused on data-driven insights and AI capabilities for enterprise HR leaders.
- Built and led a cross-functional team spanning product, engineering, and marketing to ensure cohesive brand expression.
- Established brand guidelines and messaging framework targeting enterprise decision-makers.
- Orchestrated GTM strategy aligning product capabilities with enterprise client needs.

## Westcon-Comstor
**Head of Content** | UK, Jul 2022 – Sep 2023

- Led development of unified content strategies and messaging across international markets.
- Established and managed an in-house creative studio of writers, designers, and content specialists.
- Directed the creation of omnichannel B2B campaigns, increasing brand engagement by 30%.
- Implemented brand governance framework, ensuring consistency across global touchpoints.
- Mentored a team of three creative professionals, driving excellence in brand storytelling.

## Decentriq
**Senior Content Manager** | UK / Switzerland, Jan 2022 – Jul 2022

- Doubled organic site traffic in just 6 months through strategic content initiatives.
- Revamped brand positioning and messaging strategy for the enterprise audience.
- Developed brand guidelines aligning product and marketing communications.
- Led collaborative efforts with product teams to ensure a consistent brand experience.

## Fitpack
**Co-founder** | UK, Oct 2020 – Dec 2021

- Co-founded a startup building a D2C fitness app (later pivoted to B2B SaaS for HR to measure and improve workplace stress).
- Spearheaded brand development from conception through market launch.
- Built an in-house creative team delivering engaging video and editorial content.

- Established brand identity system and guidelines for the B2B audience.
- Created a user-centric design system reflecting brand values.
- Led content strategy, driving customer acquisition and engagement.

## The Coca-Cola Company
**Global Solution Manager, Digital Experiences** | Poland, Feb 2016 – Sep 2020

- Reporting to the Atlanta HQ, I managed digital brand experiences across the full Coca-Cola Company portfolio.
- Led cross-functional teams in delivering innovative digital solutions.
- Championed the adoption of emerging technologies to enhance customer engagement.
- Spearheaded global training initiatives to equip teams with digital tools and best practices.
- Partnered closely with stakeholders globally to optimise user experience, brand harmony, and content presentation based on data-driven insights.

## ASICS Europe
**Digital Content Specialist** | The Netherlands, Oct 2014 – Nov 2015

- Executed content strategy for 52 multi-brand e-commerce websites across the EMEA region
- Coordinated email and social campaigns, and aligned global and local content to drive engagement.
- Managed planning calendars and workflows to deliver assets to market on time, ensuring alignment with promotions.