EROS BELOTTI

Project e Marketing Manager

Adeje, Tenerife ES | +34 682 190 194 | pm@erosbelotti.com
linkedin.com/in/erosbelotti/ | erosbelotti.com

Professional Profile:

Serial entrepreneur and Independent Project Manager with 20+ years of international experience in construction management, real estate development, CAD design, and strategic marketing. Founded 8 companies across 8 countries, generating over €48M in economic impact. Recognized for combining rigorous technical expertise with strategic vision — from concept and planning through to on-site delivery. Certified in Construction Project Management (Columbia University, 2026) and Google Project Management (2026). Available to contribute immediately to construction and project management teams in Alberta.

CORE COMPETENCIES

Project Management | Construction Management | CAD & As-Built Drawings | Site Surveys & Technical Documentation | Real Estate Development | Agile & Waterfall Methodologies | Stakeholder Management | Budget Control | Contract Administration | Market Analysis (PESTEL / SWOT) | Strategic Marketing | Business Development | Digital Marketing & SEO | Multilingual Communication

Work Experience:

Independent Project Manager & Founder | Reforma Vivienda Tenerife, Spanish
2021 – Today

- **Managed 20+ full-cycle renovation projects** with an average project value of **€70,000**, delivering on time and within budget across residential and commercial properties in Tenerife and Switzerland.
- Designed and built **5 typologies of modular container homes** from scratch — conducting market research, producing full CAD packages, and overseeing construction through to handover.
- Completed **23 container home builds**, managing procurement, subcontractors, site supervision, and international client communications.
- Produced all technical documentation including as-built drawings, floor plans, and site reports using CAD software.

Co-Founder & Global Marketing Communications Director | Generazione Green Srl — Italy
2021 – 2023

- Scaled a green-tech startup from zero to **€28M in sales** and **€3.5M+ in turnover** in under 24 months.
- Built and led a **7-person marketing team** from the ground up, managing brand strategy, content, digital campaigns, and B2B communications across Italy.
- Conducted full PESTEL/SWOT market analysis to define and execute the go-to-market strategy in the renewable energy sector.
- Repositioned the brand through multi-channel campaigns resulting in rapid national market penetration.

Founder & Senior Business Consultant | Donkey Lab SL, Italy, Switzerland, Spain
2006 – Today

- Founded and operated a B2B marketing and business consultancy for **19+ years**, serving **20+ active clients** across Italy, Switzerland, France and Spain, with a total of **2,000+ projects** delivered over the life of the business.
- Developed **DonkeyTap**, a proprietary SaaS platform generating unique QR codes that consolidate a company's full digital identity (social profiles, contacts, documents, bookings) in a single scannable link — currently seeking seed investment.

Founder & Director / Senior Sales Consultant | Area Haus (Swiss Real Estate Magazine) + localsearch / Swisscom Directories AG — Switzerland | 2012 – 2019

- Founded **Area Haus**, a professional Swiss real estate magazine reaching **30,000+ readers**, covering editorial, lifestyle and property content — a fully self-built media product.
- Simultaneously served as **Senior Sales Consultant at localsearch (Swisscom Directories AG)**, managing a B2B portfolio covering the Italian-speaking Graubünden region (Engadina), the Collina d'Oro / Morcote area, and the Alpine valleys of Ticino (Val Maggia, Valle Verzasca, Leventina, Centovalli) — a territory of approximately **600+ SME accounts** across one of Switzerland's most economically active tourism and commercial corridors.
- Earned the **Swiss Federal Diploma in Marketing** (2019) while managing full-time commercial operations.

Professional Development

- **Construction Project Management Certificate**: 2026
  Columbia University
  Relevant skills: Project Scheduling, Budget Control, Risk Management, Stakeholder Communication.
- **Google Project Management** November 2025 - March 2026
  Google
  Relevant skills: Project Management, Agile Project Management, Backlogs, Change Management

Education

- **Federal Diploma in Marketing and Sales**
  Swiss Management School, Breganzona, Switzerland 2017 – 2019
  3-year professional program, equivalent to a Canadian College Advanced Diploma.
- **Coursework Towards a Bachelor of Architecture**
  Politecnico di Milano, Campus Leonardo, Milan, Italy. 2000 – 2003
  Completed three years of a comprehensive architecture program. Left to gain practical experience in construction.
- **Diploma in Surveying Technology**
  IIS L. Einaudi, Chiari, Italy 1995 – 2000
  5-year technical program in construction, land surveying, and drafting.

Skills:

Technical Skills:

- Project Management: Microsoft Project, Asana, Gantt Charts, CPM
- Design & Drafting: AutoCAD, SketchUp, Rayon Design, Adobe Suite, Procreate, Canva
- Business Analysis: Microsoft Excel (Advanced), Power BI, Data Visualization
- Marketing: HubSpot, Social Media Strategy, Photography, Photo Editing, WordPress
- Languages: Italian (Native), English (Good), Spanish (Good)

Soft Skills:

- Strategic Planning & Business Development
- Analytical & Problem-Solving
- Results-Driven & High Work Ethic
- Client & Stakeholder Management
- Leadership & Team Coordination

LANGUAGES

Italian — Native
Spanish — Fluent (C2)
English — Professional Working Proficiency (B2–C1)