



## **ALKEMY WINS THE TENDER FOR MANAGING THE SOCIAL PRESENCE OF ENEL X**

*With this new collaboration, Alkemy strengthens its vertical presence in the Energy & Utility Industry*

**Milano, March 15<sup>th</sup>, 2023** – **Alkemy** (Euronext STAR Milan: ALK) signs a new strategic partnership after winning the tender bid by **Enel X** (company of the Enel Group operating in the energy supply and efficiency improvement), for social media creation, content management and community management of its Global Digital Media.

The Digital Marketing team of Alkemy, led by Mario Varriale, won the tender thanks to the capability to integrate data, technology and creativity that all together compose a unique approach to the management and development of brand contents. In particular, Alkemy was able to fully interpret the vision and the mission of Enel X through a social strategy that involves different digital touchpoints. Such strategy showed a perfect alignment with the brand communication targets.

The outcome of this tender confirms Alkemy's deep knowledge of the Energy & Utility Industry, through the department led by Managing Director Enrico Meacci, supported in the commercial management of Enel by Client Director Anna Rosa D'ambrosio.

**Mario Varriale, Managing Director Digital Marketing**, commented: *“We are glad that a prestigious partner such as Enel X appreciated the solidity of our approach, which combines consulting and creativity with technology and data driven insights. This project is strategic to us as it allows us to collaborate with a market leader such as Enel X: this will strengthen our presidium of the Energy & Utility Industry”*.

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Please find below the links to all global social accounts of Enel X (<https://corporate.enelx.com/>)

**Facebook:** <https://www.facebook.com/enelxglobal/>

**LinkedIn:** <https://www.linkedin.com/company/enelx/>

**Twitter:** <https://twitter.com/EnelXGlobal>

**Instagram:** <https://www.instagram.com/enelxglobal/>

**Youtube:** <https://www.youtube.com/c/EnelX>



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**Alkemy S.p.A.** works to improve the market positioning and competitiveness of large and medium-sized companies by stimulating the evolution of their business models in line with technological innovation and consumer behavior. Alkemy integrates skills and expertise in the areas of Strategy, Communication, Design, Performance, Technology and Insights and Analytics, with an offering designed for our post-digital environment and covering the entire chain of value from strategy to implementation.

**For further information:**

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