
MARKETING, COMMUNICATIONS & NEW BUSINESS MANAGER

Marketing & Communication, Business Development, Events.

Experienced Marketing Communication Manager with a demonstrated history of working in the events services industry. Skilled in Integrated Marketing, New Business, Event Management, Digital Marketing, Public Relations. Customer-focused. Creative. Driven. Strong marketing professional with a Master MPI 1 year focused in Master in small and medium enterprise management from SDA Bocconi. Dynamic executive with excellent track record of driving growth, leading-edge marketing and communications initiatives, establishing and/or maintaining products and brands as top players in fiercely competitive markets. Worked in various capacities for leading event and communication agencies, including Input Group, Uvet Group.

Marketing & Communication • Digital Marketing • Brand Perception • Competitive Positioning Media Relations • Events Management • New Business

EXPERIENCE

**NOVITY - High profile Integrated Communication Company with focus on Events Industry
Milan, Italy, 2016 – today - Marketing & New Business Manager**

Activities

New business development to numerous multinational companies

Project Management on strategic corporate marketing activities
Coordination of the official corporate image and responsible for the editorial policy line
Creation of corporate press-release and management press liaisons
Implementation of email marketing campaign

Strong focus on digital and social media channels setting clear strategies and kpi's for each
Organized and coordinated the renovation of the official website

Creation and coordination of the implementation of the new corporate material, support
Head of Account Management to meet commercial objectives by providing them with
appropriate tools, materials and presentations

Research and analyze market trends and competitor activities.

Achievements

Played vital role in successful penetration of two big clients

Strengthened Marketing & Communications processes and integration
Launched integrated marketing plans including digital, social media, website contents,
newsletter campaign

Contributed to design and implemented strategic marketing activities to drive growth in the
event industry, while supporting and contributing to global company image Drove
generation of numerous leads including high level contacts, while boosting company
reputation, analyzing and leveraging prospects' primary needs

GRUPPO UVET - Leading Travel Management company in Italy - **2014 – 2015**

Marketing & Communications Dpt

Activities

Led the creation of the brand Made in Uvet, the Tour Operator and Destination Management Company belonging to the Uvet Group for Milan Expo project 2015
PR management and new business development with prospects on Expo project activities
Supervision of digital and social media communication, production of contents for DEM and newsletter campaigns to increase Made in Uvet brand awareness
Planned, produced, and managed BTL materials for promotional activities

Achievements

Brand awareness and positioning
Launched integrated marketing plans including digital, social media, website contents, newsletter campaign

INCENTIVE POWER - Input Group Incentive agency - **2013- 2014**

Communication, PR, New business

Activities

Sales & Marketing activities to promote *Fuori Expo Milano 2015*
Coordination of the official corporate image and responsible for the editorial policy line
Contents identification, development and management of websites and social network
CRM management and organization

INPUT GROUP - Leading holding in Marketing & Communication services - **2011-2013**

Business Development Manager

Activities

Coordination of cross-selling with the New York office
Re-organization of Group integrated commercial processes
Creation of structured commercial processes, based on a customized Database
Set-up of growth with activation of dormant prospects and targeted scouting
Management of company services presentation
Internal management of briefings received
Regular reporting to Top Management

GENNARO AURICCHIO SPA - Leading company in food industry - **2006-2010**

Sales & Marketing specialist

ANTAL INTERNATIONAL - Global Executive Recruitment Organisation - **2001-2003**
Recruitment researcher and consultant

EDUCATION

1999-2000 Degree in Foreign Languages and Literatures, Università degli Studi, Pavia
2004-2005 Master MPI 1year full time. Master in enterprise management SDA Bocconi, Milan

LANGUAGES AND DIGITAL SKILLS

LANGUAGES: English (fluent) French (fluent)

DIGITAL: Office, Wordpress, CMS, Mailchimp, Mail up