

Experienced, trilingual Marketing Manager



Brand equity

Complex technical industries

Strategic and operational plans

Organization, holistic view, curiosity



LinkedIn

"The important thing is not to stop asking questions. Curiosity has its own reason to exist. - Albert Einstein - ORGANIZATION. CURIOSITY. SMILE.

With over 10 years of experience, I have a track record of leading impactful Marketing activities, driven lead generation that contributed to 30% growth. My leadership and organization skills have ensured the success of compelling initiatives, contributing to a sustainable expansion. Even in high-pressure situations, I maintain efficiency, attention to detail, and a positive attitude

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EXPERIENCES

Marketing & Product Manager

ergoflix france - Since 2022



Responsible for the development of the ergoflix company in the French market, through the definition of a strategic marketing plan and the implementation of targeted actions :

- ◆ CONTENT MARKETING: development and coordination of the content strategy for all communication channels: web, social networks, press, newsletter, etc);
- ◆ WEBSITE: launch and update of the showcase and e-commerce site;
- ◆ SEO and SEM: coordination of the SEO strategy and implementation and monitoring of SEM campaigns;
- ◆ SOCIAL NETWORKS: implementation and development of social networks: LinkedIn, Facebook, Instagram, Youtube;
- ◆ EVENTS ORGANIZATION: brand development via tradeshow - design and logistic organization;
- ◆ PRESS RELATIONS: coordination of press contacts, both for editorial and advertising content;
- ◆ BUDGET MANAGEMENT

External Communication Manager



Nemera - Since January 2015 - Full-time - La Verpillière - France

Management of world External Communications, PR and Events.

- ◆ EXTERNAL COMMUNICATION: Branding identity, creation and development of institutional and commercial communication, on and off-line.
- ◆ PRODUCT COMMUNICATION : Design, redaction and realization of on-line and off-line supports, monitoring the graphic chain. Creation of graphic concepts for the different activities (catalogues, leaflets, advertisements, videos).
- ◆ EVENTS: Organization and coordination of events [trade shows and congresses]. 18-20 events per year all around the world.
- ◆ DIGITAL: Update the website content; optimization of SEO and SEM. Improvement of e-reputation through social media.

Marketing, Communication Project Manager EMEA



IVECO - September 2012 to December 2013 - Temporary Work - St.

Priest (Lyon) - France

- ▶ Marketing projects manager for the launch of a new brand and a new products range.
- ▶ Project manager for the creation and development of catalogues, audiovisual and merchandising:
 - ▶ Photo shootings
 - ▶ video
- ▶ Stand responsible on international BUSWORLD exhibition (in Kortrijk, Belgium):
 - ▶ 1200 m²
 - ▶ An average of 600 visitors per day
- ▶ Coordination and management of communication activities around the Bus Range at national and international level:
 - ▶ Business supports;
 - ▶ Branding communication;
 - ▶ Brochures;
 - ▶ Merchandising;
 - ▶ International exhibitions;
 - ▶ Advertising;
 - ▶ Website.
- ▶ Establishing guidelines for business education supporting its implementation.

Marketing Assistant

IRISBUS IVECO - September 2009 to August 2012 - Cooperative Education Work - St. Priest - France

- ▶ Joined the company in 2009, during the first year I worked at the marketing department for the range Coaches France.
- ▶ Since September 2010 I joined the whole range of products (Coaches, Buses and Minibuses), with additional tasks in France and abroad.

External consultant of strategical diagnosis

Club Equilibre - September 2010 to July 2011 - Student Project - St. Cyr au Mont d'Or - France



Strategical diagnosis:

- ▶ Market Analysis
- ▶ Strategic Action Plans
- ▶ Operational Action Plans

Project manager - Marketing study

Irisbus Iveco - February 2010 to July 2010 - Student Project - St. Priest - France



Development of "green marketing":

- ▶ Market research;
- ▶ Strategic and operational recommendation;
- ▶ Proposal of Marketing Mix.

External consultant of sustainable development project



Infirmierie protestante - September 2009 to February 2010 - Student Project - Caluire - France

- ▶ Student project for a private clinic, which aimed to provide solutions tailored to business needs for the establishment of a sustainable development approach.
- ▶ Analysis of corporate governance in relation to sustainable development
 - ▶ Market research
 - ▶ Proposal of strategic and operational recommendations

Bilingual customer service officer

ACTA - ARC Global - May 2009 to September 2009 - Part-time - Limonest - France



- ▶ In a hotline support platform for AUDI, VW, SEAT and SKODA, I was responsible for the assistance of French, Italian, English and German motorists.
- ▶ Resolutions to problems or special cases.

Press Assistant

Universiades d'Hiver Turin 2007 - January 2007 - Internship - Turin - Italy



At Turin 2007 Universiade (University Games), I was assigned to the press department for the speed skating.

Journalist and redactor

IL CORRIERE SPORTIVO - April 2006 to January 2009 - Turin - Italy



Journalist and redactor of volleyball pages in a weekly sports of the Piedmont Region, based in Turin.

Communication Assistant

Mondial d'Escrime Turin 2006 - September 2006 to October 2006 - Internship - Turin - Italy



At the World Fencing of Turin in 2007, I was in charge of communication with the public and athletes.

Press Assistant

JEUX OLYMPIQUES ET PARALYMPIQUES TURIN 2006 - February 2006 to March 2006 - Internship - Turin - Italy



- ▶ During the Winter Olympics in Turin in 2006, I was assigned to the press department for Figure Skating and Short Track (High demand events).
- ▶ During the Paralympic Winter Games of Turin 2006, I was also assigned to the press service, but for ice sledge hockey.

Sport trainer and educator

Fédération Italienne de Volleyball (FIPAV) - September 2004 to June 2008 - Consultant - Turin - Italy



I worked for a project of the Italian Federation of Volleyball in primary schools and colleges, as sports teacher.

SKILLS

Marketing / Communication

- ▶ Strategic and operational Marketing ★★★★★
- ▶ Brand awareness ★★★★★☆
- ▶ Product Marketing ★★★★★☆
- ▶ Brand awareness ★★★★★
- ▶ External communications ★★★★★
- ▶ Product Launch ★★★★★☆
- ▶ Digital marketing ★★★★★☆
- ▶ Press relations ★★★★★☆
- ▶ Market and Strategic Intelligence ★★★★★☆
- ▶ Benchmarking ★★★★★☆
- ▶ Event Management ★★★★★
- ▶ SEO - SEM ★★★★★☆

Languages

- ▶ Italian: native language ★★★★★
- ▶ French: fluent (DELF certification) ★★★★★
- ▶ English: fluent (Score TOEIC 950/990, score BULATS 92/100) ★★★★★
- ▶ German: elementary (FIT and ZD certifications) ★★★★★☆
- ▶ Spanish: basic ★★★★★☆

Technology

- ▶ Office ★★★★★
- ▶ InDesign ★★★★★☆
- ▶ Wordpress ★★★★★☆
- ▶ Illustrator ★★★★★☆
- ▶ Adobe Premiere ★★★★★☆
- ▶ Photoshop ★★★★★☆
- ▶ Google Analytics ★★★★★☆
- ▶ SAP ★★★★★☆

Administrative

- ▶ Budget Management ★★★★★
- ▶ Orders and invoices management ★★★★★☆
- ▶ Suppliers management ★★★★★

PORTFOLIOS

My Cloud-me



EDUCATION

European Master in Management

IFAG LYON

Since September 2009

Specialization in International Relationships
3rd year all in English

Business European English Seminar

CAMBRIDGE ANGLIA POLYTECHNIC UNIVERSITY

July 2011 to August 2011

Final score: 86% of success

INTERESTS

Literature

Travel

Cinema

Sports