

 Milano

SKILLS

- Project management
- Public relations
- People management
- Data Analysis
- New business
- Budgeting
- Teamwork

LANGUAGES

- English
- Spanish
- Italian

EDUCATION

Second Level Degree - Consumer
and Trade Marketing (IULM).

M. C.

COMMUNICATION DIRECTOR PROJECT&CLIENT MANAGER

ATL, SOCIAL MEDIA, PR, DIGITAL PR

PROFESSIONAL EXPERIENCE

What I did during my professional 14-years experience: integrated campaigns management, brand positioning, crisis management, influencer marketing, public relations.

What I learned: unexpected points of view go further, brilliant insights can be creative solutions as well.

What I keep doing: interacting directly with clients, project development, account&strategy supervision, people management, working on pitches for the agency, exploring new trends and media.

What I'm learning: creative effectiveness is not an option, the real meaning and application of CSR, business reporting is not only an internal resource.

WORK EXPERIENCE

Mercurio GP | Communication Director & Client Manager

May 2019 - Present

Management of several projects, from strategy to production: Purina, UniCredit, UniSalute, Subaru Italia, Nexi, Nescafé, Telepass, VISA, Crédit Agricole Italia, AMCO.

Publicis Groupe | Senior Account Manager

June 2018 - May 2019

Project Leader of several clients: Chicco, Netflix, Audible Amazon, McDonald's, YAP Nexi.

Enfants Terribles | Account Manager

December 2017 - May 2018

Planning and delivering each task of the project – from strategy to design, from prototyping to final deployment – ensuring timely completion within budget and agreed objectives. Clients: Dash, Lenor, AZ, Oral-B.

Connexia | Account Manager

September 2011 - November 2017

Management of special projects: influencer marketing campaigns, digital pr for product launches, social media strategy. Clients: Crodino, Nespresso, Aperol, Airbnb, Royal Caribbean, Costa Crociere, Save The Duck and more.