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## Chief Digital Marketing

The Digital Office or the Digital Hub represents the team, the digitalisation strategies and the path towards the future of distribution for a company consolidated in the retail or online sales (e-commerce) markets.

Creating, organising and managing the digital office represents a complex challenge due to internal organisational difficulties. Today I consider myself, for all intents and purposes, a Chief Digital Officer. Reporting directly to the owner/board, I am able to operationally structure and manage the Digital Office/Hub which will represent the digital evolution of the company, revising internal management and decision-making flows with the minimum disruption possible.

My strengths as a CDO are the knowledge acquired from consolidated experiences in the B2C Retail/e-commerce sector; the strong direct knowledge of digital technologies and methodologies including business intelligence (data driven); speed in delivering results from the first months onwards; international public relations that allow me to establish high-level business relationships.

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## Capacity

- **E-commerce Strategy** (ideation and planning)
- **E-commerce Data Analysis** (study and interpretation)
- **E-commerce Business Value & Volume** (forecast and management)
- **E-commerce team** (creation and coordination)
- **User analysis** (behavioural tracking)
- **Data Management** (collection and distribution of data)
- **Attribution models** (Post-click and post-view conversion analysis)
- **Analytics & Reports** (use of analytics tools and report generation)
- **Digital marketing** (direction and management)
- **Multi-channel campaigns** (Adwords, Facebook, AdExchange, etc.)
- **Prospecting** (new user interests) and **Retargeting** (conviction action)
- **Affiliate programs** (creation and management)
- **SEO & SEM** (agency coordination)
- **Mobile Marketing** (for mobile apps)
- **Marketing Automation** (DB user relationship via email, mobile, insite)
- **Multi Channel E-commerce** (parallel distribution e-shop and marketplaces)
- **Product feeds** (creation and distribution xmlfeeds)
- **Marketplace** (Creation and administration of Amazon and FBA stores)
- **Digital Hub** (business plan development and coordination of the opening and management of the Digital Hub)

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## experience

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### Slymetrix Srl

CEO - Founder

MILAN (Italy)

01/2020 - NOW

Slymetrix Srl represents an innovative Italian startup. It develops and distributes a SaaS digital platform of Traffic Data Management for E-Commerce Companies and Digital Agencies aimed at the E-Commerce market.

#### Objectives:

Conception of the platform, design and coordination of functional and salable prototype development. Planning and Management of FundRaising activities. research and definition of strategic partners for marketing and capitalization activities. Research and selection of technical and front end Teams.

#### Results achieved:

- Completion of the first functional and salable prototype
- Successful Beta Testing on real e-commerce
- Coordinated Investment Advisor and realistic business plan product
- Participation in the venture capital acceleration program.

### Brokerad Ltd

Consultant

LONDON (UK) / MILAN (IT)

01/2019 -01/2020

Brokerad is an innovative consulting company specializing in Digital Distribution. Over the last few years it has focused on the study and design of Digital Marketing Data Oriented solutions for eCommerce companies.

#### Objectives:

Penetrate the Italian market with an offer of Training and Management Consultancy for eCommerce and Retail Companies

#### Results achieved:

- Consolidated relationship with Netcomm Academy in the high-level managerial training of e-commerce companies.
- Provided digital marketing consultancy for IKN, a company that organizes the Retail Forum and other professional events. Negotiated collaboration also for professional training.
- Provided consultancy in Digital Marketing Setup at eFarma, a well-known Italian online pharmacy. Installed, configured, started and managed the backend of the Slymetrix.com platform.
- Managed the project manager activity for the realization of the digital platform Slymetrix.com. Coordinated programming team in Romania. Coordinated beta testing on customers. Planned international launch (europe).

## Bottega Verde

Digital Officer (eCommerce Project Manager)

BIELLA (ITALY)

09/2017 - 12/2018

Bottega Verde, a well-known Italian and international cosmetics brand with a network of over 400 physical stores, Italian and international e-commerce, mobile app.

### Objective:

Redefining digital strategies by structuring a digital office that, through e-commerce and mobile apps, leads the company towards digitalisation in relation to the market as well as acquiring new Italian and foreign markets.

### Results achieved:

- Redefining and modernising the techniques of **Digital Marketing for e-commerce** (from Web Marketing based on Email Marketing) increasing the turnover of e-commerce by over 40% from the first months. In less than a year brought e-commerce within the top-ranked in Italy, winning the best e-commerce award Netcomm 2018.
- Developed **Omni-Channel** strategies between e-commerce and Retail stores network. Launched campaigns **DtS (DriveToStore)** in order to bring prospective users towards the network of physical stores using digital channels (predominantly Facebook Network). In less than 8 months, more than 10% of store sales were influenced by Digital campaigns.
- Planning, initial coordination, management of **shops on AMAZON**. Marketplace for Italy, Spain, other parts of Europe. DBA (Amazon logistics). Corporate systems integration.
- Designed and launched **Marketing Automation** environment with Digital Marketing Artificial Intelligence. Configuration and programming of the SalesManago environment for the automation of relational flows with users/customers online.
- Reorganised the **Digital Marketing Team** training and managing 6 people including myself. Coordination and localisation of the team in the company organisation.
- Developed **digital development projects and ideas** presented directly to the owner.

## Writer and Teacher

Freelancer

MILANO (ITALY)

02/2017 - 08/2017

Writer of the **book "RETARGETING"** for the Italian publishing house HOEPLI. Belonging to the range of professional texts for digital marketing, available in bookstores from 14 July 2017.

<https://www.hoepli.it/libro/retargeting/9788820380298.html>

Lecturer for the **master's "DIGITAL & E-COMMERCE MARKETING"** organised by NETCOMM Italy for autumn 2017 and again in 2018. Moderator in workshops at the Netcomm Forum.

<https://www.consozionetcomm.it/formazione/academy/executive-masterclass-digital--e-commerce-marketing.kl>

## **WishDays Srl (Smartbox Group)**

E-Commerce Director

VERONA / MILANO (ITALY)

06/2014 - 02/2017

Wishdays, the company that owns the well-known brand of "travel boxes" **EMOZIONE3**, acquired in 2016 by the SmartBox group.

In about 2 years I have administered over €500,000 on average online per year. I developed a multi-channel yield analysis model beyond last-click concepts. I bet on mobile advertising and Facebook Retargeting, bringing e-commerce to an increase of over 400% in 1.5 years. Created a team of 5 people from scratch.

## **Paypersocial Ltd**

CEO - Co-founder

LONDON (UK)

03/2012 - 06/2014

Paypersocial is an innovative startup for Social Affiliation Networking. Ideation and design of the online platform. General coordination of the Production Team (initially selected in Brazil and subsequently migrated to Moldova); Creation and consolidation of commercial distribution strategies with the identification of customers/advertisers of the types Partners, Agencies and Brand Companies on the US, Italian, UK and Brazilian markets;

Defining strategies for producing social network web traffic. Facebook Publisher engagement campaigns (over 30,000 in about 6 months); Creation of and experimentation with an organisational model for categorising the publisher network through Traffic Managers; placement of a further 12 people including developers, post-master interns and university interns for research, development and testing of organisational models for publisher and traffic categorisation;

## **Effiliation SA**

Country Manager Brazil

SAO PAULO (BRAZIL)

03/2011 - 03/2012

Opening in Brazil (Sao Paulo) of the South American branch for the French international group Effiliation. Company start-up: international joint venture contracts, business plans, budget planning, company opening, bureaucratic processes for start-up and location of technologies; Marketing management: development of strategic plans for market penetration, strategic partnerships; Recruitment: design of the Brazilian organisation chart, research and selection of specialised personnel: in August 2011 Effiliation Brasil had 6 officers; Sales management: search for key customers and strategic partners for start-ups. In the first 6 months sealed business relationships with key players in the Brazilian Internet market, including: Buscape, Mercatolivre, etc.

## **Slytrade Ltda**

Director - Co-Founder

SAO PAULO (BRAZIL)

09/2009 - 03/2011

Creation of an online affiliate network in Brazil based on the model of TradeDoubler and Zanox. Coordination and application development with in-house online platform localisation; Affiliation of over 25,000 Brazilian Publishers; Negotiation with over 30 Brazilian customers for around 150 published campaigns; International partnerships; Participation in events related to Online Performance Marketing.

## **Banderantes SA (TV Band)**

Mobile Project Manager

SAO PAULO (BRAZIL)

08/2008 - 09/2009

Localisation in Brazil of mobile payment platforms for mobile payment with credit cards for mobile phone credit recharging adopted by the company OneMedia Spa in Italy. Analysis of the Italian platform and porting design in Brazil; Coordination of the Brazilian installation and localisation in linguistic terms and configuration with mobile operators in Brazil; Coordination of the relationship with credit card operators for integration of online payment models via mobile via Wap and SMS; Coordination of relations with Brazilian mobile operators for integration into the mobile phone charging system via Wap and SMS; Structuring of the activity management organization, fraud control and customer relationship (HelpDesk); Planning and management of mobile and web campaigns for mobile payment services; Management of relational and technological intermediation between Italian and Brazilian companies.

## **Brazileiro Ltda** Brazil Country Manager

SAO PAULO (BRAZIL) 01/2007 - 09/2008

Coordination of e-commerce selling air tickets in Europe on behalf of the Brazilian charter airline BRA.

## **Olitalia Srl** e-Commerce Manager

FORLI (ITALY) 01/2006 - 12/2006

Coordination of all online e-commerce sales processes (pre and post selling). International Web Marketing (SEO, SEM).

## **Studio Pleiadi Srl** Marketing Manager

CESENA (ITALY) 01/2003 - 12/2005

Web Agency belonging to the Technogym group. Coordination of marketing activities in the design and packaging of web services. Management of direct commercial activities on medium/large Italian and PA customers.

## **Ri.Bu Srl** Director - Co-Founder

CLUJ NAPOCA (ROMANIA) 02/1999 - 12/2002

Start-up and activity management of Software House (website) and Contact Centre.

## **Autoadesivi Srl** Sales Manager Italy

MODENA (ITALY) 01/1998 - 12/1998

Commercial distribution in the Italian market through fairs and direct B2B contacts.

## **Data Consult Srl** Sales Manager Italy

MODENA (ITALY) 01/1994 - 12/1997 Italian

Italian organisation and distribution of electronic document archiving services.

## **DeAgostini Spa** Trade Agent

ROME / NOVARA (ITALY) 01/1991 - 12/1993

Mandate of single-agent agency for 2 Italian provinces.

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### Languages

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- **ITALIAN** - Mother tongue;
  - **ENGLISH** - Good written, sufficient spoken
  - **PORTUGUESE (Brazilian)** - Excellent written and spoken
  - **ROMANIAN** - Good comprehension and basic spoken.

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### Education

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- Compulsory education
  - ITIS - State Industrial Technical Institute (Specialisation in Electronics and Computer Science)
  - Continuous self-taught training in business administration and online marketing

### Courses and Masters

- • Organisation of Conferences/Fairs
- Automation of Document processes
- Reengineering for Document Process
- Workflow Systems - Business Process Automation
- Motivation techniques and interpersonal negotiation

- Action Workflow - Strategy of interpersonal communication through intelligent information systems
- eBusiness Strategist: Methods and strategies for value creation through web solutions (internet, extranet and intranet)
- Web Marketing: SEO Strategies (Madri); Advanced Keyword Advertising; Campaign Analytics; International Internet Campaign;
- Lecturer for master's program in Online Marketing at Universidade Presbiteriana Mackenzie (Sao Paulo – BR)
- Social Media Marketing: Interactive advertising through online social networks.
- Behavioural Marketing : the use of online data (Big Data and ReTargeting) for contextualisation and display of online advertising compatible with the interests of the navigator.
- Speaker at several Italian Workshops: SMAU, WebMarketingFestival, etc.

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## Known

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- Operating systems: Mac OS; Windows NT, 98 and 10; Linux Centos and Ubuntu;
  - Office Automation: Microsoft Office Suite, Mac Write & Number, Google Docs Suite
  - Design: Adobe Photoshop
  - Digital Marketing: Google Adwords, Business Facebook and PowerEditor, DSP and mDSP (Adexchange RTB), Adroll (Retargeting), Segment (data collect and warehouse), Google Analytics, Clickmeter (Tracking Postback), Google GTM (Gat Manager), aWin ( Affiliation and Zanox), FanPlayrs (insite target), SALESManago (Marketing Automation), MailUp and MagNews (Email Marketing), others...
  - Programming: PHP & MySql