

M: +39 377 1139436  
Viale Umbria 60, Milan

## PROFESSIONAL EXPERIENCE

April 2018 – now  
The Nielsen Company



Senior Digital Sales Consultant:

In charge of:

- Develop the business on Digital Nielsen Research Product (Watch Division)
- Provide insight and suggest strategic action to improve multimedia communication performance
- Support clients in creating the best research kit to evaluate the ADV activities performance

October 2017 – now  
Università di Pavia



**Contract professor:** Course "Digital Marketing" (507908)  
Academic year 2017/2108  
Faculty of Economics, University of Pavia

April 2015 – April 2018  
Perfetti van Melle Group; Selection srl, Milan



**Digital Media Specialist**

Selection manages the bulk of the communication activities of PVM brands.

In charge of:

- Online media budget management
- Multimedia communication strategy setting
- Design, development and implementation of product, e-commerce and corporate websites, mobile apps.

- Relationship with the international marketing team to define and spread the guidelines for the digital evolution of PVM.
- Supervise online media planning and buying activities
- Spread the digital culture and lead digital trainings for all the company departments

## May 2011 - April 2015

Publicis Media, Milan

Sept 2014 - April 2015

Digital Strategist, Zenith Optimedia Group, Milan



In charged of:

- Develop communication solutions based on consumer insight and data in order to meet clients' brand objectives
- Spot trends and technologies that play roles in consumer's lives
- Develop multimedia project exploiting the opportunities offered by the constantly evolving digital landscape.

Working on new business, I had the opportunity to work on very different industries with very different characteristics

Clients: Ferrero, L'Oreal, Mercedes, DLRP, GNV, ENI

Sales pitches: Nestlé, Vente Privee, ENI, VolksWagen

Sept 2012 – Sept 2014

Digital Media Planner, Performics, Milan



In charged of:

- Develop and implement the Brands social media strategy
- Support in digital media planning strategy definition and execution
- Multimedia Analysis for digital incremental reach
- Planning and reporting activities for digital campaigns including SEM, Social, Programmatic, Display and Video Activities

Clients: Ferrero (FTE 100)

May 2011 – Sept 2012

Off-line Media Planner, Zenith Optimedia Group, Milan



In charged of:

- Planning and reporting of TV, Radio, Press campaigns
- Competitive analysis
- Reporting and post analysis

- Managing relationship and operational activities with publishers
- Supporting client management activities and invoicing process

Clients Artsana, Geox, DLRP, Granarolo

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## OTHER EXPERIENCE

I have been working with the University of Pavia since 2013. I have held seminars in the Marketing course for the Bachelor degree in Economics and for the master in International Business and Management in the Digital Marketing course. In the next academic year, I will directly cooperate with the Digital Marketing professor to structure and define the course plan. I held seminar in "Palestre digitali" a campus organized by Accenture

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## EDUCATION AND QUALIFICATIONS

### June 2016

Lens Academy - "Programmatic buying visto dalle aziende"

Advanced level programmatic advertising course designed by UPA and Lens Academy



### Jan 2016 - May 2016

Google's "Squared Online Certificate"

The digital marketing leadership course developed with Google



### Sept 2009 - 18 Apr 2013

University of Pavia

Pavia, Italy

M.Sc. International Business and Economics

- Core modules: International Accounting, Corporate Finance, International Marketing, International Management, Financial Markets
- Intensive Erasmus Programme at Universidad de Alcalà, Spain (February 2011 - March 2011)
- Thesis: "Key Performance Indicators for advertisement in the current media landscape"
- Final grade: 110/110 and honours



**Sept 2006 - 8 Nov 2009**

University of Pavia

Pavia, Italy

B.Sc. Economics



- Core modules: Accounting, Marketing, Corporate Finance, Statistics, Financial Maths, Business Law
- Thesis: "Privatization in Italy. An empirical study"
- Final grade: 100/110

## **LANGUAGE**

- Italian: Native
- English: Fluent
- Spanish: Good

## **SKILLS AND INTERESTS**

### **Personal Skills**

- Time Management
- Coaching
- Leadership
- Effective communication
- Team Vision

### **IT Skills**

- Microsoft Office, Adwords, Arianna, Sinottica, AQX Nielsen, Adbox, Facebook Business Manager, Programmatic Platforms (DSPs, Sales Dashboard, Data Management Platforms (DMPs)

### **Interests**

- long distance running
- MTB downhill
- alpine ski
- comics
- Travelling: India, Spain, Greece, France, Czech Republic, Germany, Belgium, Netherlands, Uk, Morocco, New York, San Francisco.