

- Travel & Tourism
- Automotive
- Food & Beverage
- Insurance
- Fashion

## > Professional skills

- Agile Methodology
- Adobe Campaign Classic
- IT and business skills
- CRM Strategy expert
- Conversion Rate Optimization (CRO)
- Campaign Process expert
- DevOps Methodology
- Eloqua Certification
- Atlassian Jira
- Microsoft D365
- Confluence

## > Personal Skills

- Leadership skills
- Problem solving
- Team management
- Handle pressure
- Management and organizational skills (such as Design Thinking sessions and workshop)
- Public speaking
- Strategic approach
- Flexibility
- Multitasking

## > Languages

ITALIAN - Mother tongue



ENGLISH - C1



## > Summary



In Reale Group I am leading Microsoft D365 platform as **Project Manager**. Before this, I worked **7 years in Accenture** following development, execution and continuous refinement of **digital CRM campaigns, customer journey and loyalty strategy**. I managed complex projects in different industries, both as **Project Manager** and as **Campaign Manager**.

I was **responsible for budget allocation** and to define resources required for the execution. I followed projects in all their phases, **managing team, costs and stakeholder expectations**. Strong **relations skills**, thanks to a pragmatic approach in coordinating cross-functional activities and a smooth interaction with all levels.

## > Work Experience



### CRM Project Manager @ Reale Group

April 2022 - Actual

- Map AS IS strategy and design TO BE programs according to the digital transformation process
- Process analysis and re-engineering approach
- Manage change management according to the digital transformation
- Campaign design, strategy, activation and improvements
- Monitor, analyse and share KPIs during the steering committee

### Digital Marketing Manager @ Accenture

Dec 2020 - April 2022

- Manage the team to achieve client's goals (E.g. **Loyalty program, booking funnel campaigns, CRM strategy**) on different MAT (E.g. Adobe Campaign Classic)
- Monthly SALs to align the leadership on budget results and possible clients' risks

### Consultant @ Accenture

Dec 2018 - Dec 2020

Product owner in RPA agile team:

- Definition of the roadmap and content presentation for an RPA project
- Management of different stakeholders and user stories definition

### Analyst @ Accenture

Jan 2016 - Dec 2018

- Definition of operative phases and timing with client
- Management of involved resources at HQ level
- Manage team's daily activities to achieve the weekly goals

### Professor @ School of Management & Economics

Feb 2018 - Actual

- Handle Digital Marketing lessons for Master in Marketing Sales & Digital Communication

### Intern @ Ferrero (IT area)

May 2014 - Nov 2015

- Define short- and long-term plans to minimize costs and improve systems

## > Education



Master degree in Marketing and Strategy  
(110L/110)

Dec 2015 - Nov 2017

Master in Omnichannel Sales & Digital Management  
(110L/110)

Nov 2014 - Dec 2015

Bachelor degree in Marketing & Business Management  
(110L/110)

Sep 2011 - Jul 2014

21.01.2024