

Eleonora Bianchi

Profile

I'm a digital enthusiast, ambitious, self-motivated young manager with 8 years of experience in the creative industry. I have an entrepreneurial DNA which translates into high team building and motivational skills, including a wise relationship management with different involved stakeholders. I'm very passionate for tech, innovation, music and sports.

Skills

- Adaptable, precise, organized, and open-minded.
- Excellent ability of cooperating in dynamic situations, developed during academic and working projects.
- Expert in managing complexity and multiple projects.
- Strong analytical approach.
- Proficient in Google Data Studio and Google Analytics.

Languages

German – A2



Spanish – B1



English – C1



Italian – Native



Professional Experience

Head of Digital Services & Consumption, *Universal Music Group Italia*

Jan 2022 — Present  Milano

Leading Digital Services & Consumption team (16 people). We support labels and artistic departments with different strategic activities including Digital Supply Chain, relationship with Digital Platforms (i.e. Spotify, Amazon Music, Apple etc.), campaigns planning (both online and offline), content creation, social media management, influencer marketing management, CRM, SEO, data analytics and Web3 projects development. We develop local brands across different social media in order to create fans communities around specific music genres.

My role focus is in coordinating all these different activities and in providing information directly to the digital head of Central Europe and Global digital team in London/LA about local strategies and local market.

Head Of Digital Sales, *Universal Music Group Italia*

May 2018 — Jan 2022  Milano

Leading the Digital Sales team (10 people), helping improving and measuring company digital performances. Managing daily relationship with Central Europe and Global Digital teams. My main focus currently were helping labels creating innovative strategies to promote UMG contents, negotiating new deals with local partners in order to get the best possible conditions and developing Digital Sales team enriching it with new knowledge that would make it possible to reach higher goals so that Universal could always be the main music company in Italy, digitally speaking.

Digital Sales Account, *Universal Music Group Italia*

Sep 2014 — May 2018  Milano


Digital sales accountant focused on streaming partners. I took care of promotion of UMG contents on different platforms, elaborating releasing strategies coordinated with other departments. My tasks included digital sale performance forecasting, measurements, and reporting, to provide information directly to the digital head of Central Europe. My team launched Digster brand in Italy, working on awareness and promotion of our playlists.

Intern, *Allianz SE: Economic Research*

Jan 2014 — Jun 2014  Munich

Internship in Public Policy and Economic Research department, helping the research team in preparing economic scenarios and strategy options, collecting data, executing analyses, discussing results and developing presentations to facilitate decisions by the board of management. One of my major work streams was a report about precipitation induced flood risk in Europe and more in depth in Italy.

Intern, KPMG: Audit

Oct 2011 — March 2012  Milano

Internship in the Consumer Market industry, working in an auditors' team and covering large clients like Philips Health Care, Galerie Commerciale Auchan, Enel Rete Gas. In the final valuation I was recognized as a top job performer for the activity carried out with assigned clients during the internship.

Education


Università Commerciale Luigi Bocconi

Oct 2021 — Dec 2014  Milano

Master of Science in Management

Thesis: "Streaming: Second Industrial Revolution In The Music Business"

Università Commerciale Luigi Bocconi

Sept 2009 — Oct 2012  Milano

Bachelor's degree in Economics & Management – CLEAM

Liceo Classico "Giovanni Berchet"

Set 2004 — Jun 2009  Milano

Maturità Classica

Autorizzo il trattamento dei miei dati personali presenti nel curriculum vitae ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 e del GDPR (Regolamento UE 2016/679).

Data

3/10/2022