

Giulia Gori

Summary

I am a very outgoing, hardworking and passionate person, interested in a dynamic entrepreneurial work environment. I am passionate about everything linked to creativity and communication. In particular, I love music, writing, contemporary art. I have 12+ years experience in international and fast-changing environments, both in multinational and start-up companies and in different industries. This has provided me with excellent communication and organisational skills, solid creative problem solving ability and flexibility. I am highly motivated and focused, always interested in exploring new challenges.

Experience



Director, Italy

The Orchard

Jul 2018 - Present (4 years 4 months +)

Reporting to SVP South EU & Latam. I am responsible for the Italian Territory and I manage a team of 4 people. The people reporting to me are in charge of: Retail Marketing (relationship with all Digital Stores), Digital Marketing and Video Services, Label & Artist relations (relationship with our clients and content management).

I am also responsible for the Business Development (scouting, A&R).



Client & Marketing Manager, Italy

The Orchard

May 2016 - Jul 2018 (2 years 3 months)

Main responsibilities: Retail Marketing (relationship with all main DSPs, audio and video) and Label relations.



Head of Marketing

Zomato

2015 - 2015 (1 year)

I reported to the Italy MD. Main responsibilities: managed two marketing teams in Milan and Rome (tot. of 4 people). Food Events Organisation. PR activities with bloggers, journalists and partners. New Users acquisition. Users engagement / Community management.



Global Business Collaboration Project Leader

PerkinElmer, Inc.

2011 - 2015 (5 years)

I reported to the IT Director in USA. Main Responsibilities: collaboration & cross functional projects management (Global). Communication initiatives to booster collaboration and adoption of new social media (focus on EU). Ambassadors Program management and Internal Communities engagement and support (Global).



Knowledge Management Specialist

Eni

2008 - 2011 (4 years)

I reported to CKO. Main responsibilities: management and continuous Improvement of Knowledge Management System in E&P division on a Global basis. Knowledge Management annual plan definition. Performance Analysis and Reporting to top management. Collaboration and cultural change trainer (Global).

 **Business Analyst**

SCS Consulting

2008 - 2008 (1 year)

Implementation of new business processes for a leading utility Company.

Education

 **il Sole 24 Ore Business School**

Master in Digital Marketing and Communication

2013 - 2013

Digital Marketing / Digital Marketing Budget / SEO / SEM / Strategic e-mail Marketing / Display Advertising / Mobile Marketing & Mobile Strategy / Brand reputation / Web Analytics / Digital Rights Management.



Alma Mater Studiorum – Università di Bologna

110/110, Business Administration and Management

2001 - 2008



Charles University

Socrates Erasmus Program - 1 year Scholarship

2003 - 2004