



Elena Koumentakis

CONTATTI



ESPERIENZA LAVORATIVA

01/06/2016 – ATTUALE Milano, Italia

Head of Brand Communication and Events Pirelli

Reporting to the Global Communication Vice President, to develop the best integrated Corporate, Brand, and Sustainability communication output in terms of quality, consistency, and business impact with specific focus on the digital presence. This means communication strategy, creative development, and omnichannel paid campaigns on a global level. An example is the 150 years celebration TVC campaign and activation with influencers <https://youtu.be/qTO99auul34> or product campaigns such as the launch of the new Pirelli Care service <https://youtu.be/U1PWQEHeCW0>.

I am also responsible for the management of, Corporate, products and Brand events. An example is the 2022 Pirelli Calendar Event <https://youtu.be/Rc8vJDOKD0I> or the 150 years celebration event https://youtu.be/s6cK_q2k5T8

Leading a team of 8

01/07/2012 – 31/05/2016 Milano, Italia

Head of Corporate Reputation and Creative Development Pirelli

Reporting to the Global Sustainability and Risks Vice President to steer Company initiatives, to strengthen and protect reputation, building communication strategy for CSR, ESG dimensions. Also Responsible for the Corporate and Brand communication strategy and related creative work ensuring the overall coherence of international paid campaigns. Coordination of omnichannel initiatives implemented by the different products and markets organisation on a multi-stakeholder approach. An example is the ESG project to get the attention of the general public to the sustainable sourcing of the natural rubber. <https://naturalrubber.pirelli.com/en-ww/>

30/04/2007 – 30/06/2012 Milano, Italia

Head of Advertising and Sponsorship Pirelli

Setting a Corporate vision and designing a global communication strategy, establishing most relevant sponsorship, approving events organization. Playing a pivotal role at global level in leading Brand Management, Corporate and product Advertising, Media Planning and Buying, Sponsorship, Events, Brand Research. Teamed with internal business units to set priorities in strategic actions. Among the Campaigns: short film with Uma Thurman and Kathrine Bigelow (first female Director to win an Oscar), and John Malkovich Campaign.

01/07/2003 – 31/03/2007 Milano, Italia

Head of Advertising Telecom Italia

Selected by the Head of Public Affairs and Communication. I managed 60+ million euros budget to set communication and brand strategies, be responsible for selection and production of all advertising campaigns. My team and I produced 10 omnichannel advertising campaigns per year in Italy, Brazil, and France.

01/01/2000 – 30/06/2003 Parigi, Francia

CEMEA Client Service Director Ogilvy and Mother

Selected by the General Manager to manage and coordinate strategies and advertising campaigns for Motorola, Nestlé, Unilever, and Kraft. Skilled in communication strategies.

01/01/1997 – 31/12/1999 Torino, Italia

Account Supervisor Armando Testa

Support advertising campaigns strategies and responsible for advertising production. Being the key relationship manager for Barilla and Nestlé

01/09/1995 – 31/12/1996 Torino, Italia

Auditor KPMG

ISTRUZIONE E FORMAZIONE

01/10/1990 – 18/07/1995 Torino, Italia

Dottore in Economia e Commercio Università degli studi di Torino

01/07/1991 – 31/08/1991 San Diego, Stati Uniti

Summer Course UCSD

COMPETENZE LINGUISTICHE

LINGUA MADRE: Italiano

Altre lingue:

Inglese

Ascolto	Lettura	Produzione orale	Interazione orale	Scrittura
C2	C2	C2	C2	C2

Francese

Ascolto	Lettura	Produzione orale	Interazione orale	Scrittura
C2	C2	C2	C2	C2

Greco

Ascolto	Lettura	Produzione orale	Interazione orale	Scrittura
C1	A2	C1	C1	A1

Livelli: A1 e A2: Livello elementare B1 e B2: Livello intermedio C1 e C2: Livello avanzato

COMPETENZE DIGITALI

Windows | Posta elettronica | Gestione autonoma della posta e-mail | Social Network | Padronanza del Pacchetto Office (Word Excel PowerPoint ecc) | Google | Android | GoogleChrome | Utilizzo del browser

Autorizzo il trattamento dei miei dati personali presenti nel CV ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n. 196 - "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 - "Regolamento europeo sulla protezione dei dati personali".