



I'm an enthusiastic and always up-to-date Senior Marketing Manager striving to give our partners the greatest efforts in terms of release campaigns' excellent planning and execution (Bad Bunny, Coez, Diodato, RAYE, Noel Gallagher and more), looking after a dedicated resource, and keen to grow at a deeper executive level in the music field.

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## EDUCATION AND QUALIFICATIONS

### Post-graduate Degree - Music Communication

Nov 2011 - May 2012

Università Cattolica del Sacro Cuore (Milano), Milano

- Music Communication and Marketing
- Artist Promotion (press, TV, radio)
- Press Office
- Event Management

### Master Degree in Marketing

Sep 2006 - Sep 2010

Università di Firenze, Florence

- Marketing & Communication
- Retail Marketing
- Advertising

### Bachelor Degree in Business Administration

Oct 2002 - Jul 2006

Alma Mater Studiorum (University of Bologna), Bologna

- Business Administration
- Economy
- Marketing & Communication

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## WORK EXPERIENCE

### Senior Marketing Manager, Italy

Jul 2017 - Present

The Orchard, Milano

- ATL & BTL marketing campaigns for international and local artists and new releases (online and offline); Relationship with Digital Service Providers (DSP); Catalogue exploitation
- Playlist management and editorial planning and execution
- ADV campaigns planning
- Relationships with shareholders and partners (labels, artists, managers, merchandising and content managers, press offices, pluggers, marketing agencies)
- Content delivery management; Rights management and content protection.

### Product Marketing Manager

Apr 2013 - Jun 2017

MADE IN eTALY Srl, Milano

- Marketing campaigns for international and local artists and new releases on digital music services; Catalogue exploitation
- Social Media management, editorial planning and execution
- Relationships with shareholders and partners (labels, artists, managers, merchandising and content managers)
- Content delivery management; Rights management and content protection.

Energy Production Srl, Lodi

- Web promotion for the label's releases (blog, social networks, forums and online communities)

- Digital content management

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## SKILLS

Music Marketing	Expert
Music Industry	Expert
Music Distribution	Expert
Data Analysis	Expert
Social Media Marketing	Expert
PR	Experienced
New Media	Experienced
Digital Marketing	Experienced
Retail Marketing	Expert
Team Working	Expert
Enthusiasm	Expert
Open-mindedness	Expert
Leadership	Expert
Flexibility and adaptability to change	Expert
Resistance to stress	Expert
English	Expert
Problem solving	Expert
Self-control	Expert
Attention to details	Expert

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## LANGUAGES

Italiano	Native
Inglese	C1

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## INTERESTS

Running, Football, Live Music, Travel

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## TEACHING & EDUCATION

- Gestione della distribuzione digitale della musica (Teacher Post-graduate Degree at Università Cattolica del Sacro Cuore, Milano)
- SpotiGem - I generi musicali nell'era di Spotify (Panelist at Computer Science Department study on the Spotify algorithm, Università Statale di Milano)
- MARKETERS Club - La distribuzione musicale con The Orchard (Università Ca Foscari, Venezia)
- Linecheck - La distribuzione digitale con The Orchard (Milano Music Week)
- LazioSound - La distribuzione digitale con The Orchard (LazioSound Festival)
- MUSICISTA DALLA A alla Z - (Panelist at Editoria e distribuzione digitale nel nuovo mercato della musica organized by Macaco Records and Hybrid Music in collaboration with Comune di Venezia)