

Presentazione: DIGITAL MEDIA STRATEGIST & PROFESSIONAL PRODUCT MARKETING MANAGER Entrepreneurial business-minded executive, expert at combining design sophistication with leading-edge technology, who for more than 17 years has been creating new enterprise uses for multichannel formats built around consumer tools such as smartphones, tablets and desktop computers. Proven record of generating high revenues from within start-up businesses by creating innovative product concepts that can drive a digital transformation and radically change the way brands are perceived and interact with customers. Skilled at executing all the creative processes needed to fully realize each new digital business opportunity from original idea through final design to client presentation and sales close. Able to gain enthusiastic support from teams of creative individuals and maximize the ingenuity and appeal of each new venture. Areas of Particular Expertise: User Interface Design, Digital Marketing Strategy, Product Management, Omni Channel Creation for Retail, E-commerce Product Design, User Experience Analytics, On-going Client Management, New Business Development. Fluent in English and Italian.

ESPERIENZA LAVORATIVA

2017 – ATTUALE

ADJUNCT PROFESSOR OF DIGITAL MARKETING - MASTER PROGRAMME IN FASHION (LM-65) – UNIVERSITY OF ROME SAPIENZA, Rome.

Teaching at the Masters Programme in Fashion (LM-65) that prepares students for high-level responsibilities in the world of fashion, as well as its relations with figurative arts, communications and entertainment, or for independent careers in the fashion industry and a wide range of related fields.

2016 – ATTUALE – Rome - Milan

CEO – CONFLUX - Digital Product Design Studio specialized in UX research & UX Design

Launching a new Digital Product Design Studio specialized in UX Research and UX Design. By adopting a Design Thinking and Lean UX methodology integrated with an academic background in user experience research Conflux provides unique digital media product design capabilities for clients across several industries.

Define a new offering, sales and go to marketing strategy and develop business opportunities related to Digital Product Design on national and international base.

Built, from the ground up, and highly skilled teams of academic researchers specialized in UX and UX/UI designers, supervised their creation of sophisticated User Interface products in multiple industries including finance and fashion.

2012 – 2015 – Rome - Milan

MANAGER - HEAD OF THE INTERACTION DESIGN TEAM – BUSINESS DEVELOPMENT – REPLY

Responsible for providing design staff with project concepts and supporting documentation that is the foundation for their creative work serving clients in the media, automotive, luxury/fashion, retail and utility industries. Drove the development of a unique interface design creation process, which provided digital media strategy advice for clients, opening a large, new market segment for the business. Served as a senior member of the business development team with responsibility for cultivating new and existing clients.

Generated incremental revenue by up-selling design services to existing non-design clients, and create new business opportunities from several new clients on a national and international basis.

Maintain a network of satisfied clients across Europe; Client list includes FGA Group (Alfa Romeo, FIAT, CNH, Jeep), Versace, Bally/Labelux Group, Confcommercio, L'Espresso Group, Esselunga, SELEX, Ferrero, RCS group, SKY, RAI, WIND, Vodafone, Olivetti, Infoblu/Atlante Group, Saipem/ENI, ENEL, BNP Paribas Fortis.

2010 – 2012 – Rome

PARTNER AND ACCOUNT DIRECTOR – 01TRIBE

Led the evolution of 01Design into a more prominent corporate entity, serving major clients from the luxury, fashion and automotive industries (e.g., BVLGARI, Alfa-Romeo/Fiat, Samsung), and establishing strategic alliances with complementary international companies.



Generated revenue by up-selling services to existing clients.
Supervised day-to-day business activities while leading the development of the new products that broadened the company's business base.

2004 – 2010 – Rome

CO-FOUNDER – 01DESIGN

Created the unique creative concepts used to develop new business, and developed Dolce&Gabbana the agency's largest account.

Prepared and presented new client sales presentations, including pricing, and pursued sales closings.

Managed project implementation and client retention activities

2002 – 2004 – Rome

CREATIVE – INDEPENDENT CREATIVE SOURCE

Provided a variety of design services for web and multimedia productions.

2000 – 2002 – Rome

MULTIMEDIA DESIGNER – UNICITY SPA

Created concepts and interface design for multimedia audio, video and Adobe Flash contents.

Through experience, became an expert in editing streaming video for Internet broadcasting.

ISTRUZIONE E FORMAZIONE

2007 – Major: Digital Media (magna cum laude), Rome

BACHELOR OF SCIENCE & MASTERS OF SCIENCE. MASS COMMUNICATION – UNIVERSITÀ DEGLI STUDI ROMA LA SAPIENZA

COMPETENZE LINGUISTICHE

Lingua madre: ITALIANO

	COMPRESIONE		ESPRESSIONE ORALE		SCRITTURA
	Ascolto	Lettura	Produzione orale	Interazione orale	
INGLESE	C2	C2	C2	C2	C2

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

PUBBLICAZIONI

