

Isabella Salce

Digital Marketing Specialist at Eataly Net

Experience

Digital Marketing at Eataly Net

aprile 2015 - Present

Marketing & Accounting at Praxis Medical Network

aprile 2014 - marzo 2015 (11 mesi)

Sales and Marketing at Blueface

ottobre 2013 - marzo 2014 (5 mesi)

Carried out market entry analysis for Irish Telecoms company, following their acquisition of an Italian company.

Blueface provides fixed and mobile telephony services to the Business Market in Ireland, the UK and Italy. Researched Italian IP Telephony market to identify opportunities for growth. Carried out SWOT analysis, and developed market entry strategy with the Blueface Business Development Director. Produced marketing collateral, translating from English to Italian during a period in Dublin Headquarters.

Developed sales plan with sales team, oversaw the renewal of the partner sales program and implemented Sales Management Platform for sales performance tracking.

Organised various Public Relations events, including launch events and meetings between Irish Ambassador and Blueface Board.

Intern at LUISS ENLABS

novembre 2012 - giugno 2013 (7 mesi)

Served as an expert of communication and legal aspects in the startup business. Accounting, contracts, marketing, especially organization of events.

Active role in the quotation of LVenture Group Spa in December 2012, and in the changing of the strategy's communication of the firm.

Internship at Fitness First

settembre 2010 - novembre 2010 (2 mesi)

Served as an intern for an international chain of health clubs.

Competitors analysis, Customer Relationship Management (CRM), Administrative duties and merchandising management.

Education

Il Sole 24 ORE Business School

Master Nuove Professioni Digitali, 2015 - 2016

Libera Università Internazionale degli Studi Sociali Guido Carli

laurea specialistica, Marketing/Marketing Management, General, 2010 - 2012

Università Ca' Foscari di Venezia

Bachelor's degree, Economics, 2008 - 2010

Liceo Classico

2003 - 2007
