

# Nicoletta De Vincenzi, Ph.D., MA

**MARKETING MANAGER ♦ ADVERTISING STRATEGIST ♦ DIGITAL EXPERT**

*Marketing Planning ♦ Campaign Management ♦ Product and Agile Project Management*

*Tech Entrepreneur. Award-winning, international Digital Marketing Manager. Developed and deployed strategic marketing plans, designed and launched effective advertising campaigns, achieved record breaking increases in profits and productivity for industry leaders including Facebook, Google, WPP, General Motors. With strengths in strategic marketing, digital strategy, international collaboration, project management and business development. Exceptional ability to analyze trends to develop long-term strategies, key objectives, and operations execution plans based on business needs and maximum growth. Excellent communication skills proven by the ability to successfully manage large international projects while working with people in multiple locations and from diverse backgrounds.*

## SELECTED HIGHLIGHTS

- ❑ Exceptional education: **Ph.D. in Economy and Finance in Corporate Governance, Marketing specialization, Post Graduation Master of Marketing Management, Project Management Certification - Stanford University.**
- ❑ Solid experience with industry leaders, including: **Facebook EMEA Headquarters, Google EMEA Headquarters, General Motors - Chevrolet, Young & Rubicam/ WPP, Renault, Daimler Chrysler, Poste Italiane.**
- ❑ Facebook Regional Manager, Head of Client Solutions Management, leveraging skills to expertly lead and direct the Client Solutions Managers across the region in multiple countries and locations, with direct reports for more than 15 people. Successfully coordinated as Program Manager the launch of two regional advertising operations programs in outsourcing at Facebook EMEA, pilot expanded globally.
- ❑ Winner of two EMEA Sales Impact Awards in Google for Cross Collaboration, for successfully launching and coordinating a global Market Intelligence platform and for a Social Media Competitive Analysis scenario.

## PROFESSIONAL EXPERIENCE

**GLOWREOUS, INC. ♦ Redwood City ♦ June 2016 - Present**

**Founder and CEO**

- ❑ Founder of GLOWREOUS, international on demand premium marketplace, mobile app iOS and Android and responsive website. SAAS Beauty and Lifestyle, e-Commerce - instant booking: [www.glowreous.com](http://www.glowreous.com)
- ❑ Business Planning/ Development activities: business plan, financial plan, market research, partnerships. Company set up, legal activities coordination. Logo registration. Leading Sales Marketing activities: branding, social media, PR & Communication with team in SF, digital marketing, sales, growth marketing. Content management coordination. Interviewed by journalists - US Industry Media.
- ❑ Leading Engineering development: platform functionalities full mapping, software specifications document and MVP definition. Website/App development coordination. Technical Project Management with team in Ukraine. App design and development coordination. Testing coordination. IOs and Android App stores set up.

**EMKTGLAB.COM Online Marketing Consultant ♦ Rome ♦ June 2016 - Present**

**Digital, Social Media Plan, Content, Advertising, Training Lab**

- ❑ Digital Marketing, Social Media Strategy, Content Management, Advertising Solutions. Web/Blog Development.
- ❑ Coordinator and Trainer - Digital Marketing Courses - at the Geeks Academy in Rome.

**Facebook ♦ Dublin ♦ 2013 - 2016**

**CEEMEA - Head of Client Solutions Management ♦ June 2014 - May 2016**

- ❑ Regional Manager, coordinating a large team of Client Solutions Managers across the region in multiple countries and locations (Up to 20 People). Responsible for Middle East, Turkey, Israel, Africa, and as well Central-East Europe until June '15. Before, also coordinated teams for France, Italy, and Benelux. Managed the functional coordination of regional CSMs in Southern Europe.
- ❑ Provide career mentoring, growth and guidance for advertising solutions experts within the sales organization, leading to the successful increase in annual profits. Hiring Manager EMEA activities across countries. Oversight of advertising solutions and CSMs teams to provide and deliver effective plans/offerings to large clients.
- ❑ Implement dynamic solutions that support organizational goals through a strong focus on product adoption, revenue growth, role definition, hiring, team management and career development. Launched two regional

outsourcing programs in 2015, successful pilot tested and expanded globally. Leading to substantial cost savings for the company.

### Google EMEA HQ ♦ Dublin ♦ 2008–2013

#### **Large Clients Sales Senior Industry Analyst ♦ 2010 - 2013**

#### **Medium Clients - Online Sales, Team Lead, Industry Analyst, Account Strategist ♦ 2008 - 2010**

- ❑ Worked as a key member of the team to develop client's performance data analysis and presentations, coordinate business analysis and business planning, and develop client's quarterly business reviews. Responsible for oversight of HR activities and headcounts analysis for the team.
- ❑ Winner of two EMEA Sales Impact Awards for Cross Collaboration for two projects. Developed, Coordinated and Launched the first Market Intelligence Platform in Sales, Global Project (2010 - 2012). Developed a Competitive Scenario Analysis. Contributed to a Social Landscape Competitive Analysis with the Marketing team.
- ❑ Successfully selected for a San Francisco based three-month special job rotation, on the Agency Quarterly Business Review Champion Project, and on the Cannes Advertising Awards coordination.
- ❑ Successfully managed a team of six Strategists, responsible for the coordination of international projects, hiring, coaching activities and career development conversations, performance management.
- ❑ Leveraged expertise as an industry analyst, developing the first country revenue dashboard, the first internationalization analysis and plan on a country basis for Italy.
- ❑ Responsible for the first Global Customer Satisfaction Project Launch, coordinating activities in EMEA in collaboration with the Quantitative Marketing Team in Mountain View and Sales Ops to effectively design the process and elaborate the first results, coordinating the survey development and action plans for two years.

### Previous Experiences ♦ Before 2007

#### **Marketing, Advertising, Automotive, Change Management**

- ❑ [General Motors - Chevrolet Italy](#), 2007 - 2008 Advertising Specialist.
- ❑ [Young & Rubicam](#) WPP, 2006-2007, Strategic Planner. Planning cross-media: TV, print, OOH, radio, internet.
- ❑ [Daimler-Chrysler](#), Italy: 2004 – 2007, Macroeconomic Outlook External Consultant.
- ❑ [La Sapienza University](#) of Rome, Rome: 2004 – 2008, Economy Faculty - Assistant Professor.
- ❑ [Renault](#) Italy, Italy: 2003 – 2004, Assistant Group Product Manager.
- ❑ [Il Giornale D'Italia](#), 2003- 2007, Newspaper Writer/Collaboration on Italian Macroeconomic Trends.
- ❑ [Key Partners \(E&Y\)](#), Roma: 2001 – 2003, Business Strategy Change Management Consultant.
- ❑ [Poste Italiane](#), Italy: 2000 – 2001, Business Magazine Writer. Business Articles.

## EDUCATION

- ❑ **La Sapienza University of Rome, Economy Faculty, Rome: 2009**  
*Doctor of Philosophy in Economy and Finance in Corporate Governance, Marketing specialization*  
Economy Faculty. Thesis: "Advertising communication as a competitive differentiation leverage in automotive." Assistant Professor.
- ❑ **La Sapienza University of Rome, Economy Faculty, Rome**  
*Post Graduate Master Degree in Marketing Management*  
University of Rome - scholarship winner.
- ❑ **LUMSA University of Rome, Rome**  
*Bachelor in Business Communication. Experimental Thesis. "Poste Italiane Corporate Image Analysis".*

## ADDITIONAL INFORMATION

### COMPUTER SKILLS

- ❑ Powerpoint, Excel Advanced, SQL basic, Google AdWords, Facebook Power Editor, Jato, AS400, Nielsen Millennium, Net View. Eurisko system for targeting analysis.

### CERTIFICATIONS

- ❑ **Stanford University: Project Management Certification, 2011.**

### AWARDS

- ❑ "Social Competitive Landscape", Google Online Sales "Impact Award", 2011.
- ❑ "Global Market Intelligence Platform Pilot Development" "Impact Award" winner, 2010.
- ❑ **First classified and scholarship winner, PhD Economy and Finance in Corporate Governance**, Marketing specialization, La Sapienza University of Rome.
- ❑ **Scholarship Winner Postgraduate Master** in Marketing Management.

<b>LANGUAGES</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Italian</i> – Mother tongue.</li> <li><input type="checkbox"/> <i>English</i> - Advanced/Fluent. First Certificate, 2006. Toefl, 2005.</li> <li><input type="checkbox"/> <i>Spanish</i> - Basic. A.A. Language and Literature exams, LUMSA University 1997.</li> <li><input type="checkbox"/> <i>French</i> - Basic. The Language Stage course, Roma 2004. Berlitz, Dublin 2014.</li> </ul>
<b>PROFESSIONAL DEVELOPMENT</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>SABBATICAL 2016 - 2017 Traveled to US, UAE, Europe, Italy</b></li> <li><input type="checkbox"/> <i>Tech Venture Launch Program</i>, Menlo Park, Bootcamp. TVLP.co. June/July 2016</li> <li><input type="checkbox"/> <i>Stanford University</i> Venture Lab - Tech Entrepreneurship Course. 2013</li> <li><input type="checkbox"/> <i>Facebook</i>: Career Conversations, Management, Mindfulness. Instagram and Facebook Advertising Products. Own the Room, USA , Media Communication/PR. 2013-2016</li> <li><input type="checkbox"/> <i>Google</i>: Management Tools, AdWords, YT, Analytics, “Leading Projects”, Advanced Excel. 2008-2013</li> <li><input type="checkbox"/> <i>WPP Y&amp;R</i> Strategic Planning: “Managing Brands”. 2007. <i>Bocconi University</i> SDA, CRM Customer Relationship Management; “Methodologies and Techniques for the organization analyst and specialist”, School of Business. 2001-2003. <i>MIP Politecnico University</i>: Methodologies for Business Process Analysis and BPR. 2001-2003</li> </ul>
<b>OTHER ACTIVITIES</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> “<i>Silicon Valley Symposium</i>”, Berlin, November 2016, Speaker and Panel coordination, session “Technologies impacting everyday life”.</li> <li><input type="checkbox"/> <i>Stanford Tech Entrepreneurship Project</i>: 33 Quotes - International Online Design Platform for Quotes Design based on genetic algorithms.</li> <li><input type="checkbox"/> 11/2004 - 07/2008 <i>Assistant Professor</i>. Taached Advertising Techniques, Marketing, Advanced Marketing, Management courses at La Sapienza University and LUISS University in Rome. In the coordination team of the Master in Marketing Management La Sapienza - MUMM: responsible for teaching activities schedule planning and coordination, tutoring, alumni placement.</li> </ul>
<b>PUBLISHED</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Business Communication</i> University Book chapters: “Public Relations”, “Product Placement”, University book chapters in “Impresa e Comunicazione” (Management and Business Communication) by Prof. Pastore, Economy Faculty La Sapienza University, CEDAM may 2008/2006.</li> <li><input type="checkbox"/> 2000-2005 National Daily Newspaper “Il Giornale D’Italia” Macroeconomic Trends articles: responsible for the “Italian Economy” section, editorial collab. +20 Articles Published.</li> <li><input type="checkbox"/> Recent articles about Nicoletta De Vincenzi:  <a href="https://it.notizie.yahoo.com/berlino-ospita-big-di-silicon-valley-per-anticipating-131325524.html">https://it.notizie.yahoo.com/berlino-ospita-big-di-silicon-valley-per-anticipating-131325524.html</a>, <a href="https://innovazione.diariodelweb.it/innovazione/articolo/?nid=20161120_396468">https://innovazione.diariodelweb.it/innovazione/articolo/?nid=20161120_396468</a> </li> </ul>
<b>INTERESTS</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Technology, Automobiles, Design, Beauty, Contemporary Art, Travels.</li> </ul>

### CORE COMPETENCES

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> Strategic Marketing Planning</li> <li><input type="checkbox"/> Business Planning</li> <li><input type="checkbox"/> Digital marketing</li> <li><input type="checkbox"/> Change Management</li> <li><input type="checkbox"/> International Program Management</li> <li><input type="checkbox"/> Business Process Analysis and Improvement</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Sales Management</li> <li><input type="checkbox"/> Advertising Strategy</li> <li><input type="checkbox"/> Social Media Management</li> <li><input type="checkbox"/> Online Advertising</li> <li><input type="checkbox"/> Quality/Accuracy</li> <li><input type="checkbox"/> Relationship Management</li> <li><input type="checkbox"/> Intellectual Rigor</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Budget Management</li> <li><input type="checkbox"/> Brand Management</li> <li><input type="checkbox"/> Campaign Management</li> <li><input type="checkbox"/> People Management</li> <li><input type="checkbox"/> Communication</li> <li><input type="checkbox"/> Google Analytics</li> <li><input type="checkbox"/> Industry Analysis</li> </ul> |
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