

DAVIDE GIAMMARINO

CURRICULUM VITAE Last update June 2011

PROFILE

Enthusiastic, results-oriented **Marketing and Communication Designer** with marketing, analytical and **Social Media expertise**.

Key experience in **multinational and local companies** such as Ferrari, FullSIX and Nestlé. My expertise extends to Marketing, Communication, Accountant and HR strong experiences.

Accustomed to **work well under pressure**. I love challenges. On a personal level, I think to have an international, multicultural profile. Used to **working with high-calibre teams** and global customers. I am a quick learner, self-driven and ambitious. Often been described innovative and objective oriented. Absolutely passionate about new media and technologies.

MAJOR PROFESSIONAL EXPERIENCES

Sr. PROJECT MANAGER - DIGITAL & MOBILE SPECIALIST at FullSIX S.p.A.

Milan, from March 2010 to now

As Project Manager in FullSIX I care about two main clients: Vodafone and Generali Insurance.

The Vodafone project consists of the entire online adv of the brand, from the creative point of view. This project is up to **800.000 €**.

The Generali Insurance project consists of the development of "Primo domani" website; from the concept to the implementation. This project is up to **50.000 €**.

At FullSIX I'm also one of the most involved Project Manager in Mobile Adv. I'm Leading the **Apple iAd** project for the Italian launch with **Vodafone iAd**. This project is up to **500.000 \$**.

Another branch is the Social One. I also manage, with my team, the Vodafone **Facebook Fanpage. 750.000 fans (+ 108% from march 2010)**

My Hierarchic superior was directly General Manager.

CRM SPECIALIST at Nestlé.

Milan, from August 2009 to March 2010

I deal with sustain activities for Globe CRM in Nestlé. Globe CRM is the tech infrastructure they use to manage CRM and to plan Marketing Plans. I am CRM specialist for all the Brands of Nestlé Group.

I prepare and teach technical training courses to employees.

PROJECT MANAGER - MARKETING SPECIALIST at INA Assitalia S.p.A - Busto Arsizio General Agency.

Busto Arsizio, from February 2006 to April 2008

As Marketing and recruitment office Responsible I have managed four macro-areas: Internal **Communication**, External **Communication**, Strategic **Marketing** and Recruiting. In addition to ordinary activities I have managed, as coordinator and performer, the Web Site creation and its digital contents. I have prepared and taught motivational and communicational training courses to sales network.

I have managed, starting from the ideation to realization - through the analysis - competitions and the incentives for the sales network (consisting of sixty persons).

Sales in 2006: + 36% than 2005. **Sales in 2007: + 11%** than 2006.

My Hierarchic superior was directly the General Agency Owner.

Jr. PROJECT MANAGER at NextMedia Lab

Milan, from March 2004 to December 2005

NextMedia Lab is a research **laboratory of Communication** of Milan Polytechnic. Its "core" is represented by multimedia training and communication (external and internal). I have worked in the marketing office; I have started doing **Business e Net Intelligence**. Then, in the production department, I was **Jr. Project Manager**. I had a team of 4 people. Our task was the Web Sites development and E-Learning platforms.

Jr. MARKETING

Milan, from October 2003 to December 2003

LEO BURNETT – I was selected to join the **FIAT IDEA TOUR - All Italy**. The tour was the Fiat Idea "below the line" Marketing strategy launch. I was the "Office on the road". So I did logistic coordination, events coordination and driver.

Jr. PRODUCT MANAGER

Maranello, from February 2002 to November 2002

FERRARI S.p.A - In 2002, after the end of my academic semester at the **New York University**, I worked more or less nine months at **FERRARI**. There I was **Product Manager Assistant** for some products and **Store Manager Assistant** in the first **Ferrari Store** (Maranello). Here, my most important tasks were related to Customers and Suppliers relationships Management. I have also supported the **Ferrari Enzo** press launch.

KEY SKILLS

Apple iAd platform
Digital Media and Marketing Strategy
Social Media Marketing (Facebook, Twitter, Foursquare, etc)
Email and Mobile Marketing
Online Adv (especially rich media)
Customer Relationship Management (CRM)
Email Marketing
Search Engine Marketing & Optimization (SEM&SEO)

Brand & Campaign Development
Marketing communications
Event Marketing
Project management
Web Analytics
Public Speaking
e-Learning
Automotive, Luxury

PERSONAL SKILLS

Proactive, able to take the initiative and be creative and innovative. Able to prioritize and maximize performance. Multi-tasking and led by enthusiasm. Capable of performing well under stress, and in short time.

TECHNICAL SKILLS

SAP: CRM, BW, DMS - End-User side and Tech Side
PowerPoint, Keynote: Professional Presentations
Design e Web Design: Photoshop, Dreamweaver, HTML, Illustrator

LANGUAGES

ITALIAN - Mother tongue.
ENGLISH - Fluent written and spoken. I've lived six months in New York to attend a Certificate program at the NYU.
FRENCH - Discreet - Good.
SPANISH - Discreet - Good.

STUDIES

- ▶ **CRM, ABAP Base (BC400), ABAP Functional** at Accenture S.p.A.
Milan, from May 2009 to July 2009
Training course on CRM viewed from SAP technical side
- ▶ **RECRUITING** at INA Assitalia General Direction and at Manage Consulting S.p.A.
Rome, April 2005
Courses on Recruiting techniques.
- ▶ **MANAGEMENT, MARKETING AND PRODUCTION FOR TELEVISION AND NEW MEDIA** at the Turin State University
Turin, from June 2004 to July 2005
One year **Master** attended at the Turin State University and On Line.
- ▶ **SPORTS EVENTS ENTERTAINMENT MARKETING** at the **New York University**.
New York, from September 2001 to January 2002
Certificate obtained in the academic semester in New York at the NYU.
- ▶ **BACHELOR OF ARTS (HONS)** at the European School of Economics
Milan, from September 1999 to July 2003
BA in **International Business** valuated from the Nottingham Trent University. Thesis: "Is it born before the need or the product? The purchasing behaviour evolution". The certificate of graduation was delivered to me by the Nobel Prize for economics (1992) Gary Becker

INTERESTS

Technology in all its natures, Psychology (Graphology and facial micro expressions), the Apple world, and Roman history.

CONTACTS

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