

PERSONAL INFORMATION

Daniele Guarnieri



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Sex Male | Date of birth 21/12/1975 | Nationality Italian

PERSONAL STATEMENT

My working experience in online business started in 2000 after graduated in Communication Sciences with specialization in New Media.

After a first experience looking after digital communication activities over the years I've been focussing on web marketing strategies.

In recent years I focused on acquisition and retention strategies through online & offline channels and on retail and reseller targets.

Always improving analytical skills in order to better define marketing actions, I'm following with interest the Business Model Canvas methodology and its Customer Value Proposition. At ease with problem solving and team dynamics, I always try to develop actions that guarantee a measurable value within a defined strategic plan but also more flexible time-to-market tactics.

WORK EXPERIENCE

01/01/2014–Present

Marketing Specialist

Register.it, Florence (Italy)

The role includes planning and development of projects to support online & offline sales channels, through

the development of strategies for monetizing inbound leads and pursuing marketing automation objectives.

- D&H Market trends
- DB behaviour analysis and segmentation
- Existing customers upselling campaigns
- Marketing automation strategies and actions
- Pricing impact analysis and definition
- New customers acquisition (e.g.AdWords, External DBs)
- Customer Value Proposition
- Business Model generation
- Customer Retention
- Deep knowledge of marketing tools

01/06/2011–31/12/2013

Customer Retention Marketing

Register.it SpA, Florence (Italy)

Accounting activities with Google Ltd. Europe

Strategic Marketing.

Customer Acquisition

Sales account manager
 Sales training manager
 Net Promoter Score
 Customer Nurturing
 Customer fidelization
 Renewal rate improvement.

01/12/2008–31/05/2011 **Simply.com Marketing & Online Sales**
 Simply.com

01/01/2003–31/12/2008 **SEM Specialist**
 Dada SpA
 Keyword advertising management.
 Search engine marketing project manager.

01/04/2000–31/12/2002 **Marketing & Communication Unit**
 Dada SpA
 Event management
 Public relations
 Copywriting

EDUCATION AND TRAINING

**Communication Sciences, Theory and Practice in New Media,
 110/110 with honors**
 Università degli Studi di Siena

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	C1	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills Team spirit.
 Very good communication and social skills.

Organisational / managerial skills Excellent organizational and planning skills.
 Excellent experience in project management and problem solving.

Digital skills

SELF-ASSESSMENT

Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Proficient user	Proficient user

Digital skills - Self-assessment grid