

# MARTA ZENERE

04/07/1984

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## WORK EXPERIENCE

### FRAGRANCE LICENSING MANAGER

**DIESEL SPA, Breganze, Italy**

**November 2011 - present**

Responsible for the fragrance category within Diesel Licensing Business Unit

Main tasks:

- ensure that licensing agreement terms and conditions are met
- handle day to day relationship with the licensee, L'Oreal Luxe
- follow the development process of fragrances, ancillaries, gift sets, gifts with purchase, advertising, marketing contents, point of sale materials
- coordinate with interested stakeholders and provide Licensor's approval
- work with Diesel licensing marketing manager on media plans, digital plans, press kits, interview sessions, launch events
- monitor and analyse wholesale and retail sales
- define Diesel stores assortment, provide buying and visual merchandising guidelines
- maintain a clear understanding of the competitor landscape to be able to advise objectively on business development and opportunities
- update the licensee about the brand activities to ensure a clear view of positioning and styling direction

Main projects:

Only The Brave Tattoo and Loverdose Eau de Toilette (2012), Fuel For Life Spirit and Loverdose Tattoo (2013), Loverdose Tattoo Eau de Toilette and Only The Brave Wild (2014), Loverdose Red Kiss and Only The Brave new campaign with Liam Hemsworth endorsement (2015), Only The Brave Extreme and Bad with Boyd Holbrook endorsement (2016), Only The Brave High and Bad Intense (2017), Only The Brave new campaign with Alex Pettyfer endorsement (2018)

Since 2015 responsible for managing the needs of Diesel online store in relation to licensing categories on sale: watches, jewels, eyewear, home accessories, furniture, lighting, helmets and strollers

### E-COMMERCE ASSISTANT

**DIESEL SPA, Breganze, Italy**

**January 2011 - October 2011**

- analyse and develop the wholesale distribution strategy
- perform Diesel online store's daily operational activities (goods dispatch and receipt between brand and provider warehouses, content management, product publication, landing/product listing/product details pages organisation, respect of commercial and marketing calendars)
- produce weekly and monthly sales reports
- support planning and buying processes

### SHOWROOM ASSISTANT

**POINT. MARIAPIA BERNARDIS AND CO., Milan, Italy**

**June 2010 - August 2010**

- support the men's spring/summer 2011 sales campaign including front and back office activities
- Brands: Pringle of Scotland, Liberty of London, Ally Cappellino, Orlebar Brown, Pierre Louis Mascia and other niche brands

### INTERN

**EUIPO (European Union Intellectual Property Office, formerly OHIM), Alicante, Spain**

**September 2009 - January 2010**

- prepare reports and statistics related to performance management

**SALES ASSISTANT**  
**ROBERTO COIN SPA, Milan, Italy**  
**February 2009 - March 2009**

- set up the temporary store in via Sant'Andrea working with press agency, marketing and sales departments

**INTERN**  
**ALL4MEDIA SRL, Milan, Italy**  
**November 2008 - February 2009**  
**November 2006 - February 2007**

- control invoices, update physical and digital catalogues, support media planning and perform ex-post evaluation  
Brands: Krizia, Bally, Nannini, Laltramoda, Elisabetta Franchi, Met, Fidenza Village, Palmanova Outlet, Centergross

## **EDUCATION**

March 2010, Master of Science in Management (2 years), Major in Fashion and Design Companies, Bocconi University, Milan, Italy

October 2007, Bachelor of Science in Business Administration (3 years), Bocconi University, Milan, Italy

July 2003, High School Diploma in Languages, Liceo Fogazzaro, Vicenza, Italy

Professional courses:

August 2011, Cool Hunting, Central Saint Martins, London, United Kingdom

October 2016 - November 2016, Raw materials in niche perfumery with the nose Giorgia Navarra, Carla Chemello Perfumery, Vicenza, Italy

Seminars:

History of perfumery / Fixers of Animal Origin / Tuberose, Osmothèque, Versailles, France

## **LANGUAGES**

Italian: native speaker

English: fluent

French: advanced

Spanish: intermediate

## **IT SKILLS**

Competent with all Microsoft Office applications, in particular Excel and PowerPoint

Others: Think-Cell, Business Objects, Stealth 3000

## **PERSONAL INTERESTS**

History of Fashion, Costume Jewelry, Cookery, Cake Design, Bricolage, Origami, Yoga Vinyasa, Swimming (Pool Lifeguard from 2002 to 2011), Travelling