

Elisabetta Prezioso

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WORK EXPERIENCES

Jan. 2017 - Ongoing

Junior Brand Manager MAM Baby, Milan (Italy)

- Definition of crucial consumers touch points and development of related marketing strategies for assigned products
- Development of Digital and Social media strategies and projects with the support of the international marketing Team
- Evaluation and monitoring of market sellout data (IMS and GFK), analysis of consumers market researches, collection of competitors' information and activities
- Collaboration with Trade Marketing and Sales Team to implement Trade Marketing activities and promotions.

Oct. 2015 - Dec. 2016

Junior Product Manager and Communication Bayer S.p.A, Milan (Italy)

- Evaluation of products' performance through the monitoring and analysis of sell-in and sell-out data (Nielsen), products' revenues and profits
- Collection of consumer and market insights, monitoring of category trends and implementation of competitive analysis
- Coordination of product launches and introduction of new product variants in the market. This includes the development of packaging design and communication, creation and implementation of Point of Sale material and activities
- Definition of annual Communication Strategy and development of Communication Campaign (print + digital) for dedicated products

Sept. 2014 - Sept. 2015

Marketing Projects Support Bayer S.p.A, Milan (Italy)

- Support the launch of a new product range through the development of a Marketing Plan and a Marketing Mix Strategy
- Implementation of the digital and social media strategy of the entire brand portfolio, including SEO (Search Engine Optimization) and SEM (Search Engine Marketing) activities and KPI's measurement
- Coordination of Market and Shopper researches Focus Groups and Shelf tests, including brief and debrief with external agencies
- Organization of Fairs and Events

Feb. 2014 - Aug. 2014

Trade Marketing Internship Bayer S.p.A, Milan (Italy)

- Support the execution of Trade Marketing Plans, in the development of Point of Sale materials and in the organization of Sales events and trainings
- Facilitation and coordination of Trade Marketing assets delivery to the channel and management of operational requests in terms of in-store visibility
- Monitoring of Trade Marketing activities results through the analysis of sell-out data

July 2012 - Aug. 2012

Marketing Summer Internship Star of Hope (International NGO), Sao Paulo (Brazil)

- Development of a Communication Strategy to raise awareness of the organization and management of Fundraising activities such as research of local firms willing to finance specific projects, creation of partnerships between local firms and the NGO and events organization

EDUCATION

Oct. 2011 - March 2014

Master of Science in General Management, entirely in English "LUISS Guido Carli" University, Rome (Italy)

- Main Modules: Advanced Marketing Management, International Marketing, Management of Innovation
- Dissertation in Marketing Management: "A new perspective on the link between language abstraction and persuasiveness within Word of Mouth: the role of consumers' expertise"
- Final Grade: 110/110 cum laude

Oct. 2008 - Dec. 2011

Bachelor's degree in Economics, Finance and Business Administration "La Sapienza" University, Rome (Italy)

Sept. 2003 - June 2008

High-School Diploma in Scientific Studies, entirely in German "Swiss School of Rome", Rome (Italy)

PROFESSIONAL SKILLS

LANGUAGES

Italian (mother Language)

English (very good, European Level: C1)

German (very good, European Level: C1)

French (very good, European Level: C1)

IT SKILLS

Microsoft Word (very good)

Microsoft PowerPoint (very good)

Microsoft Excel (good)

SAP PBC/SRM (good)

SAP Business Objects (good)

EXTRA-PROFESSIONAL ACTIVITIES

ABROAD EXPERIENCES

July 2012 - Sept. 2012:

Brazil

I lived in Sao Paulo for three months where I had a two months summer internship. I then travelled through the country and visited cities such as Rio de Janeiro, Salvador de Bahia and Fortaleza

Sept. 2010 - Jan. 2011:

London (UK)

Study experience in London, where I lived for five months attending an advanced level English Course. I also worked in a restaurant, where I had the chance to increase my language skills and meet many different people. I had the possibility to travel around the country visiting several cities and the countryside

OTHER INTERESTS

Travelling: I have extensively travelled during the last years, visiting several countries such as Dominican Republic, Costa Rica, Brazil, Panama, Tunisia, Egypt, Morocco, Turkey, Tanzania and others

Jogging: Preparing to the half marathon race (21 km)

I authorize the use of personal data for selection purposes according to the Italian D.Lgs n.196/2003