

# MIRELLA ERARIO

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## Bio

As responsible of Italian Business has demonstrated a digital mindset and curiosity on new trends. She displays a natural energy and optimism that transmits to people working with her.

Mirella Erario has been part of Docomo Digital since 2008, contributing to the development of B2C and Content businesses. Prior to that, Mirella has been working at Wolters Kluwer Editorial Company and H3G Telco in Digital Marketing Department.

Today Mirella is managing a team of 8 people reporting to Europe Regional Manager and is responsible of Italian Mobile Business for Docomo Digital Italy Spa

Since 2017 is President of AssoCSP the Business Digital content Association for Italian Market and Brand Ambassador for the Company.

## Education

**1998 -2003**

**UNIVERSITY OF STUDY OF PAVIA, ITALY**

SPECIALIZATION INTERNATIONAL Law

Degree Jurisprudence

**1992 - 1997**

**COLLEGE "C. BECCARIA" GYMNASIUM, MILAN, ITALY**

## Languages & Certifications

### ENGLISH

ESOL B1 English Diploma at the British Institute achieved in 2013 reading: excellent, writing: fluent, oral expression: fluent.

### FRENCH

Reading: good; Writing: elementary; Oral expression: good

### CERTIFICATION

- ESOL B1 English Diploma from British Institute in 2013
- "Business Negotiation Advanced Training" Diploma from CEGOS in 2016.

## Skills & Abilities

### MANAGEMENT

- Areas of expertise include: budget management and responsibility for turnover, strong orientation to the assessment of profitability, business strategy, relationship and negotiation skills with Telco Carriers, big Merchants and Italian Authorities.

### BUSINESS STRATEGY

- Strong professional experience in Digital Marketing and Commercial role, strong understanding of Innovative digital Business and new payments method. Passion for success and strong orientation on

results and profitability. Ability to drive growth through sales team and to motivate cross functional teams

- Strong experience on responsibility of budget management, business strategy, digital advertising, e-business, sales and negotiation skills
- Global experience on EMEA Countries since 2008, related to marketing management of mobile payments services for France, Italy, Netherlands, Belgium, Poland, Greece and Turkey.

## **COMMUNICATION**

- Strong communication and negotiation skills improved in commercial role with Italian and global teams, Telco carriers, merchants and Italian Authorities.
- Docomo Digital brand “ambassador” since 2017 to improve the positive reputation of our Company in the Italian Market

## **LEADERSHIP**

- Positive and optimistic mindset that attracts all the team. Attitude to work outside the “line” and out of comfort zone, involving and managing also external teams to make sure all opportunities can be reached.

## **Experience**

### **HEAD OF BUSINESS ITALY | DOCOMO DIGITAL | SINCE JAN 2016**

Since January 2016: Head of Business Italia at Docomo Digital Italy.

The role of Head of Business Italy, reporting directly to the Regional EMEA Director, with the aim of developing the business through activities and special projects in the digital field B2C and B2B to Telco carriers, main partners in our business.

The role requires a strong orientation towards the achievement of the profitability targets required by the company, and the cross cooperation that involves the IT, communication, business intelligence and digital advertising teams.

Here main strategic activities:

- Development of key relationships with Telco which resulted revenues growth despite of difficult market scenario.
- Implementation of marketing strategies to grow customer base, revenues and profitability
- Direct relation with Italian Telcos and Authority to launch new business opportunities on mobile payments system
- Budget responsibility and Management for Revenues and Margin contribution for B2C and B2B business
- Development of key partnerships to growth the reputation for the Company
- Team leadership, strong orientation in grow new competencies and drive Company transformation
- Coordination of different business groups with document organization and dissemination during acquisitions.
- Creation of boardroom and courtroom multimedia presentations including video and text- sync'd depositions for enhanced understanding.
- Brand Ambassador in official Events
- Official meeting and negotiation table with Italian authority for new rules definition

### **ONLINE MARKETING MANAGER | DOCOMO DIGITAL | NOV 2008 – DEC 2015**

Position placed in the Digital Marketing department of the VAS division, which produces and sells value added services to the public for mobile telephony devices (games, ringtones, smartphone applications). Online Marketing Manager on the Italian and International market included the following responsibilities:

- budget Responsibility
- marketing strategy definition at global level for Europe and Mediterranean Countries
- management of the online marketing budget and definition of the marketing mix for its allocation
- selection of strategic channels (websites, online advertising network) on which to plan advertising campaigns and negotiation
- partnership negotiation
- definition of claims and marketing campaigns,
- monitoring and analysis of the results of marketing campaigns (conversions, costs of conversion, ROI and user value)

### **WEB MARKETING SPECIALIST | H3G ITALIA S.P.A | APR 2008 - NOV 2008**

In charge of e-commerce shop, finalized to sell mobile phone subscription. Main activities have been:

- e-commerce shop content management;
- improvement of e-commerce performance;
- Digital advertising strategy management
- Supplier management and coordination

### **E-SALES & WEB MARKETING ASS. | WOLTERS KLUWER ITALIA | JUL 2006 - APR 2008**

In charge of all online related new Marketing projects, responsible for all Web Marketing Activities related to web site and e-commerce site. Main responsibilities have been:

- planning and displaying all new projects to management;
- handling relations with vendors, suppliers, sales, and liaising with in-house resources;
- budget administration and business plan layout;

### **DIGITAL CONTENT MANAGER | SISHEMA | NOV 2004 - JUNE 2006**

Main responsibilities I was the marketing manager of dogsitter.it website, a leading Italian web portal for dog lovers. Main activities have been:

- search engine optimization;
- customer care;
- advertising selling;
- web analytics reporting;
- content publishing