



# ANNA PICCOLOMO

## BRAND MARKETING

### CONNECT WITH ME!

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### SKILLS

- Marketing & Media planning and execution
- Packaging and collateral/sales material
- Trade show and PR event
- Comprehensive advertising campaigns
- Digital marketing strategy
- Content marketing & storytelling
- Paid & organic social media
- Excellent spoken and written communication abilities
- Very fluent in English, both written & spoken
- Good knowledge of Spanish
- Proficiency in Microsoft Office (Power Point, Word, Excel, Outlook) & Blogger
- Google Analytics

### ABOUT ME

Results-focused, with eight years of increasingly responsible experience in Brand building and its implementation, in international reputed companies. Skilled in Brand activation with a 360° marketing approach, including marketing & media planning, product development, POS and online presence as well as trade strategies and events. Background includes managing major Brands such as Emporio Armani, Diesel, Burberry and launching Michael Kors and Marc By Marc Jacobs in Europe and Asia. Highly capable to work effectively under pressure in fast-paced environments, combining creativity, consumer needs analysis with well-developed project management qualities.

### EXPERIENCE

#### BRAND MARKETING & DIGITAL PROJECT MANAGER

2018-Present || *Enterprise Consulting*

- Responsible for providing comprehensive digital marketing and social media strategies and solutions across the company's client base
- Overall client management responsibilities from project pitching to creating and executing work plans and managing approvals to meet client expectations and deadlines
- Monitor and track campaigns to determine effectiveness and future changes
- Effectively manage multiple projects with continuously rolling schedule

#### GLOBAL BRAND MARKETING & COMMUNICATION COORDINATOR

2014-2017 || *Timeshades Eyewear & Marco Mavilla Watches (MQuadro S.r.l.)*

- Worldwide coordinator of marketing, communication, PR and media areas for the start-up eyewear Brand Timeshades and the watch Brand Marco Mavilla

## EDUCATION

2018 - Master In Digital Marketing and Communication - *Il Sole 24 Ore Business School*, Milan

2011 - Master in Marketing and Communication of Fashion and Luxury Brands - *Ateneo Impresa Business School*, Rome (Winner of the final project work for Moschino)

2009 - Master's degree in Foreign Languages and Communication - *University of Study in Rome*  
110/110 cum laude

2006 - Bachelor's degree in Foreign Languages and Communication - *University of Studi in Bari*  
110/110 cum laude

2006 - Erasmus Scholarship - *Universitat de Valencia (Spain)*

## CERTIFICATION

Underway - Social Media Power - *Ninja Academy*

Underway - Google Analytics

2018 - Digital Strategy - *Il Sole 24 Ore Business School*

2005 - Spanish Language Certificate - *Universitat De Valencia*

- Directly reporting to the CEO (David Wertheimer, owner of Chanel), act as the head of marketing & communication to support the launch of the brand new watches and sunglasses in the Italian and worldwide markets (Asia as a focus market)
- Responsible for adv campaign imagery, marketing & media plans, POS materials, trade shows, ecommerce website, social media, PR initiatives
- Built and led the marketing & communication dept.
- Streamlined the trade presentation process to wholesalers through the creation of a marketing database providing trade force with immediate access to product and marketing progress
- Structured a working process with global distributors to provide them with Brands' roadmaps and approved marketing actions to ensure consistency worldwide

## GLOBAL BRAND MARKETING & COMMUNICATION COORDINATOR

2010-2014 || *Fossil Group Inc., Licensing Brands Dept.*

- Global coordinator of marketing, communication and media for Licensed Brands, Diesel, Emporio Armani, Armani Exchange, Burberry, Michael Kors as well as Marc By Marc Jacobs, for the watches and jewellery business units
- Under the leadership of the Senior Global Marketing Manager and directly reporting to the Brand management teams in Dallas, serve as the liaison between the head offices of each Licensed Brand and Fossil's subsidiaries, distributors and the internal graphic office, with the aim of successfully promote product sales while ensuring consistency of Brand image
- For each Brand, responsible for seasonal adv imagery, marketing & media plans, roadmaps and visual guidelines, POS presence and tools, PR collaterals and TV commercials at a global level
- Coordinated the launch of Michael Kors and Marc By Marc Jacobs watch and jewellery categories in Europe and Asia and managed related execution, in line with financial objectives and Brands strategy

## WINNER OF MINISTERO AFFARI ESTERI (MAE- CRUI) INTERNSHIP

2006-2006 || *Consolato Generale d'Italia in Chicago (USA)*