

**WORK EXPERIENCE****RICHEMONT**

March 2017 – Present: **Retail E-Commerce Project Manager** - Milan

- Manage the project of retailers analysis for more than 40 watch specialists websites & boutiques in Italy, Malta & Greece
- Implement digital brand guidelines across all retailers for e-commerce channel
- Develop online strategy for retail omnichannel & e-commerce experience

**SERAPIAN**

November 2017 – March 2018: **Communication & Digital Marketing Manager** - Milan

- Created storytelling content, influencers engagement, social media campaigns (digital budget allocation, PPC, collaborations)
- Analyzed digital content insight, conversions, analytics & visibility to increase organic growth awareness & interaction
- Developed retail & online visual communication tools, social media strategy, brand ambassadors, brand experience
- Planned & organized key PR & marketing events (PITTI, MFW)

**NIELSEN**

June 2016 – January 2017: **Millennial Travelers & Luxury Omnichannel Shopping Journey Travel Retail Report**

- Analyzed global & key specific trends in the luxury travel retail to enhance the travel retail channel
- Developed a specific millennial omnichannel customer traveler's journey manual to maximize physical and digital touch points

**ECOLAB**

April 2014 – June 2016: **Corporate Communications Manager** for the Middle East, Africa & Turkey - Dubai

- Created key multi-national channels to support the company expansion and bridge cross-cultural communication
- Reinforced media thought leadership and clients collaborations for external and internal brand management and recognition
- Prepared and presented the monthly board meeting business intelligence reports and situation overview

**MIELE**

July 2010 – April 2014: **Retail & Marketing Manager GCC** - Dubai

- Developed and executed GCC marketing plan (budget, KPI, campaigns, projects) and brand activation calendar
- Conducted brand and product training for retail, designers, wholesale & business partners (Boffi, Bulthaup...)
- Organized private lifestyle events, sponsorship, launches, design seminars (Objects of Desire, Michelin Chefs, Taste of Dubai)
- Collaborated with selected luxury brands to create personalized customers' experiences for elite clients (Christies, Porsche...)
- Developed & managed press & media relations strategy, digital channels campaigns, product editorials (factory press tour, landmarks)
- Customized product launches & new projects for the region as per HQ calendar (Armani Hotel, Burj Khalifa, Palazzo Versace, Yas Hotel)
- Increased retail commercial KPI objectives (sales, traffic, visibility, CRM, after-sales service, accessories)
- Supervised product selection & visual merchandising (collection launch, personalization and Boutique Retail Design Award)

**BOUBESS GROUP** (Café de Flore, Angelina, Le Relais de l'Entrecôte...)

August 2008 – July 2010: **Marketing & Retail Development Manager for the GCC** - Dubai

- Identified market trends, scouted and recruited potential prospects for retail development within the region
- Executed contract and sponsors agreements for brand activation with customer engagement
- Collaborated with creative agency for retail concept operations (brainstorm design brief, new store opening & brand guidelines creation)

**SONY PICTURES, 20TH CENTURY FOX, COLUMBIA PICTURES**

June 2006 – August 2008: **Marketing & PR Manager** - Beirut & Dubai

- Published weekly e-newsletter and daily digital posts with strategic monitoring of movie media release campaigns
- Partnered with various brands for product placement strategies & gala screenings organization to ensure proper brand presence
- Supervised licensing operations within the Gulf Cooperation Council

**EDUCATION**

**SDA BOCCONI SCHOOL OF MANAGEMENT** - Milan

January 2016 – December 2016: **Master in Fashion Experience & Design Management - MAFED with Honor Pass**

**American University of Beirut** - Beirut

April 2004 – June 2006: **Masters of Sciences in Clinical Nutrition and Dietetics with distinction**

October 1998 – February 2002: **Bachelor of Nutrition and Psychology** minor

**ADDITIONAL INFORMATION**

Languages: **English, French, Italian & Arabic**

Date of Birth: 14 December 1980

Proficient in **Microsoft Office Skills, MAC OSX, IOS, Social Media strategy and content management, CRM, E-commerce**

**Sponsor Project Consultant & Sports Gala Event Manger - Globe Soccer Awards 2014 (5<sup>TH</sup> edition)** - Dubai

Key speakers & guests include prominent football teams & sports veterans in partnership with key sponsors (Emirates, Audi, Adidas)

**Middle East Launch – [www.shopbop.com](http://www.shopbop.com)** - Dubai

Influencer events, social media community manager, press editorials and budget allocation

**IES University** – Milan

Instructor for American Erasmus students for Luxury Management courses: Managing Fashion Companies & Made In Italy