

# ALESSANDRA ALOISI

Via Urbani 150, Cesena (FC) 47522 Italy • 21-12-1988 • +39 3290930973 • [aloisialessandra@outlook.com](mailto:aloisialessandra@outlook.com)

• available to national and international relocation • driving licence (B)

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## PROFESSIONAL EXPERIENCE

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### **Retail Category Manager and Project Coordinator at Arca Spa (Unicomm) Cesena, Italy**

**Oct 2017-actual**

Ecommerce and Traditional Grocery Retailer (Brands: Click&Collect, Famila, A&O, Cash ans Carry)

Benefits: monthly bonus for food purchasing

- Provide and share market researches as well as execute and deliver efficient competitors' analysis to purchasing, marketing and sales department.
- Analyze KPI of sales, volume, productivity, market share, rotation in order to assess assortment's products' performance and trends vs targets.
- Design and monitor strategies for each specific category in order to enhance performance goals
- Organize and conduct meeting with Purchasing Manager, Marketing Manager and Sales Manager to define category strategy.
- Set pricing strategies, price scale and define private label pricing policy in conjunction with sales.
- Manage planograms and ensure the delivery of all new items for the category implementation.
- Team up with buyers to outcome the best assortments for retail and e-commerce and follow them up: monitor and evaluate the performance of assortments and categories
- Drive the execution of brand retail projects, new store openings projects and category renovation projects ensuring best implementation of category and retail brand strategies
- Pro-actively identify strategy and growth opportunities within product lines by analyzing data
- Involved in the development of assortments to enhance customer shopping experience within our stores and ecommerce
- Responsible for ecommerce data structure and information processes
- Design Ecommerce website architecture of the categories
- Developed ready meal promotion creating a specific basket of items targeted to specific customers' needs; wrote creative briefs for merchandising and advertising including print and in-store communications
- Responsible for two resources who work closely with me

### **Category Manager at Arca Spa (Unicomm) Cesena, Italy**

**Feb 2016–Sep 2017**

### **Category Manager Assistant at Arca Spa (Unicomm) Cesena, Italy**

**Feb 2015 – Jan 2016**

### **Trade Marketing Specialist at Focaccia Group, Ravenna, Italy**

**Apr 2014 – Oct 2014**

- Create strategy and content for website, newsletters and advertising
- Organize successful events and fairs with the creation of specific merchandising
- Support in managing guest accommodation and active in guest welcome
- Personalize and update commercial merchandise
- Team up with sales force and commercial director
- Developed online model for online order trough excel

## **Volunteer**

**Nov 2013– Feb 2014**

Volunteer for Cattery and Home for elderly people in Ravenna

## **In Store Account at Unilever, Rome, Italy**

**Apr 2013 – Oct 2013**

Account on field for a panel of nearly 30 stores; benefits: company car, mobile phone, pc

- Check and optimize visual and commercial effects of the positioning of Unilever products
- Examine the consequences in terms of customer attractiveness
- Installed promotional / advertising materials
- Negotiated and realized displays and visual merchandising projects on stores

## **EDUCATION**

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### **Master's Degree in Economics: International Management**

Specialization: retail and trade marketing

University of Modena and Reggio Emilia, Modena, Italy • Sep 2010 – Dec 2012

Overall GPA: 108/110

## **CERTIFICATION**

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Accenture Online Course • December 2018

Digital Skills: Retail

Accenture Online Course • December 2018

Digital Skills: Social Media

Harvard University Online Course • Nov 2018 – Dec 2018

PredictionX: Diviner's Guide

## **SOFT SKILLS**

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- Time Management, Planning, Project Management
- Able to work in multicultural team and in dynamic context and to relate to any hierarchy level
- Autonomous and oriented to problem solving
- Goal oriented
- Cooperative and able to create long term relationship
- Attentive and calm under stress
- Proactive

## **TECHNICAL SKILLS**

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- Proficient: IRI XRate Plus Suite, IRI CM Suite AX Reporting (softwares for market analysis), IDAMA (software for Crm), Nielsen Folder@net (promotion analysis)
- Daily use of GDO for manage products information and logistic and CMS
- Excellent: Microsoft Office Excel with macro & pivot & formulas, Word and Power Point
- Good at SPSS and STATA
- Basic: AS400, Photoshop, Illustrator

## LANGUAGE

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- Italian: native proficiency
- English: C1 professional proficiency
- Spanish: B2 intermediate proficiency

## ADDITIONAL INFORMATION

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- Travelling, Fitness and yoga
- Sewing, Choir, volunteering, painting