



Anna Fiorentini

Communication Manager
annaefiorentini@gmail.com
+39 3207905930
Milano – 16/04/1986

Looking for a challenging Brand Manager position with potential for growth.

Professional in marketing, communication, engagement and community management for 7 years, focused in the wellness, sports, leisure and luxury sectors. Target-oriented, team player, results-driven.

SKILLS

Branding
Advertising
Digital
Marketing
Community
engagement
Teamworking
Results
driven

INTERESTS

Running
Fitness
Acting
Guitar
Drawing
Social studies
and news

LANGUAGES

Italian
Native
English
Expert
Spanish
Expert
Catalan
Base

Technogym S.p.a.



July 2017 – today

● **Communication Manager (Community)**

Brand promotion, lead generation and partnerships in the Digital Business Development area.

BRAND STRATEGY

- Drove growth of fan base, **promoting the brand products and lifestyle**: influencer marketing, setting of social guidelines and tone of voice, **analysis of users' interactions**.
- Ideated and developed the **first Technogym cycling community**: from 0 to **+1.000 active users** in the STRAVA Club in six months – with over 9% engagement rate with no adv investment.

COMMUNICATION CONTENT STRATEGY

- Developed **integrated marketing**, with **editorial projects** on social media and digital touchpoints, plus events, retail, **partnerships** and **influencers**. 2 long-term ambassador programs on official social networks.
- Ideated and executed a series of events to **engage new potential customers**, supporting the launch of the new product for cycling. 12 training meetings in Milan over a period of 4 months, achieving +40% fidelity rate.
- Worked in teams with: local partners, athletes, senior product managers and European subsidiaries.

RCS MediaGroup / RCS Sport



January 2012 - July 2017

● **Brand Manager** Sept 2015 – Jul 2017

Coordinated marketing and communication activities of big events, in a fast work environment.

MARKETING AND ADV

- **Managed budgets, designed and executed the communication plans**, special marketing projects of 5 event-brands. Coordinated the **Milano Marathon's rebranding** activities in collaboration with EA7 Emporio Armani.
- Briefed and implemented the creation of key visual and web sites with agencies. Planned the investments for the social networks, outdoor and ATL advertising. Worked closely with the PR mgr. +40.000 people involved in the events. Coordinated a team of 2 junior people.

COMMUNITY BUILDING

- **Ideated and executed the RUN4ME Beauty Run community**: created the new brand, organized on-field events, contents and the digital community. Scouted local partners as location owners and community-leaders. Average weekly presence: 80 people.(target women 25-55).
- Coordinated a team of 6 people on field. 4.000+ admissions to the final event. Format exported to 4 national cities, beyond Milan.

- Direct relationship with the **top partners**: Lierac, adidas, Intesa San Paolo, Fondazione U. Veronesi, Milan University, IOdonna Magazine.

● **Junior Product Manager** Oct 2012 - Sept 2015

Developed and launched editorial products for the newsstand channel.

PRODUCT MARKETING

- Managed economics, worked with **internal department of marketing research**, monitoring performances. 8 product launches/year, **1 Million Euros** of margin/year.
- Scouted market data and grab the upcoming trends in the home/family market. Coordinated production, packaging development and the launch of products as books, dvd and gadgets.

ADVERTISING

- Coordinated the advertising concepts with agencies. Executed the media plans for ATL and digital marketing. Negotiated the rights and published the newsstand-edition series of Danielle Steel (20 books), **80k+ Euros** of margin.
- Edited and launched the Milan Guide with **Touring Club** (special edition for Expo).

● **Graduate Program** Jan 2012 – Oct 2012

Achieved a special training for the digital transformation in the media market.

- Job rotation (8 months) in the digital fashion-magazines department: executed digital projects for fashion and beauty clients: coordinated the web designers for mini-websites, creative ideas and scouting.
- Supported the marketing manager (of the Business Development area) in sales meeting presentations and commercial proposals to B2B clients.

Education

Master in Marketing and Communication

Luigi Bocconi University

February 2011 - April 2012



Bachelor Degree in Arts and Literature

Florence University – 110 cum laude

September 2005 - December 2010



Erasmus Program

Barcelona University

August 2007 – February 2008



Achievements and Hobbies

Sport lover: running (5-time marathon finisher), CrossFit, Spinning

Acting class 2018-2019

English class B2 2018 - ISI School Dublin

English class one-to-one 2018/19

Public Speaking training 2017

Blood donor – AVIS

First aid certificate