

CURRICULUM VITAE



PERSONAL INFORMATION

Surname and first name **FIGINI MANUELA**
Address **VIA VARESINA 58 – 22079 VILLA GUARDIA**
Phone **+39 345 416 11 75**
Marital status **married**
E-mail **manuciao1971.mf@gmail.com**

Nationality Italian
Date of birth [19/02/1971]

WORK EXPERIENCE

- Date From November 2018 till now
- **Name and adress of employer** Triboo Digitale Srl – Viale Sarca 336, Edificio 16 – Milan (Italy)
- Type of business or sector Ecommerce and Digital Services
- Job Title **Business Director**
- Main activities and responsibilities
 - Establish effective goals, sales targets and increase revenue of the Ecommerce Business Unit
 - Develop company budget and perform periodic budget analyses
 - Design and implement business plans and strategies to promote the attainment of goals
 - Organize and coordinate operations in ways that ensure maximum productivity
 - Supervise the work of employees (120 people) and provide feedback and counsel to improve efficiency and effectiveness
 - Perform regular employee evaluations to determine areas of improvement.
 - Maintain relationships with customers
 - Establish cost parameters and manage the overall P&L of the Ecommerce division

- Date From September 2015 to August 2018
- **Name and adress of employer** Quimaira - Av. Panorama No. 314 Col. Av. Panorama, León, Gto., Mexico
- Type of business or sector Web Agency
- Job Title **Consultant**
- Main activities and responsibilities
 - Change the original organizational structure of the web agency reallocating resources to other parts of the business
 - Identify strengths and weaknesses
 - Design a new structure

- Date From March 2012 to August 2015
- **Name and adress of employer** Henkel Italia Srl – Via Amoretti 78 – Milan (Italy)

- Type of business or sector
- Job Title
- Main activities and responsibilities

The company is a global leader in brands and technologies organized into three globally operating business units: Laundry & Home Care, Beauty Care and Adhesive Technologies.

CRM & Digital Manager

Within Laundry & Home Care Business Unit, I was responsible for overseeing the digital marketing strategy for the company, in details:

- Planning, management and end-to-end delivery of customer engagement campaigns (DonnaD portal & 12 brands websites).
- Devising strategies to drive online traffic to the company websites and tracking conversion rates by making improvements.
- Developing and managing digital marketing campaigns utilising a range of techniques including paid search, SEO and PPC.
- Overseeing and developing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Improving the usability, design, content and conversion of company websites
- Responsible for planning and budgetary control of all digital and CRM activities
- Day-to-day management of data and/or creative agencies, resolving any issues that arise during the implementation of CRM/digital projects.
- Working with Marketing and Media Department to develop and maintain a customer-focused attitude toward activities, concentrating on those that most strongly contribute toward improving customer lifetime value.
- Detailed measurement and reporting of the impact of campaigns on traffic, acquisition, conversion, retention and revenue – identifying and recommending changes, where relevant, to increase leads and sales, reduce acquisition costs and maximise ROI.
- Expanding digital CRM channels, leverage new technologies and creating additional digital customer touch-points
- Planning and delivering CRM strategies across the company encouraging customer retention and customer loyalty
- Deciding on the CRM platform structure and architecture ensuring it works seamlessly across the organisation and captures all required information at key points in the customer life cycle
- Customer Journey Mapping analysing touch points with the organisation and maximising commercial opportunities
- Ensuring the database is segmented effectively for targeted marketing activities.
- Developing testing strategies for all aspects of the CRM to ensure the most effective approach for the company and its products.
- Working closely with the sales and marketing director to provide guidance on how to maximise current and prospective relationships through the use of the CRM

- Date

From October 2008 to February 2012

- Name and address of employer

TRIBOO SPA – Viale Sarca 336 – edificio 16 – Milano – Italy | www.triboodigitale.it

- Type of business or sector

E-commerce Service Provider

- Job Title

Ecommerce Manager & Head of Project Management Department

- Main activities and responsibilities

Key account manager for main national and international customers: Ferraristore, Maseratistore, Mercedes Benz, Stefanel, Henkel, Moleskine, Ducati, Alviero Martini Prima Classe, Limoni.

I was responsible for analyzing, reviewing, recommending and building strategic and tactical changes in order to drive business profitability of customers online stores by increasing visitors, improving conversion rates, capturing larger average order sizes and managing margin performance.

In brief:

- Ownership and management of customer experience including design & look&feel, Content, Navigation, Information Architecture, Branding/Marketing, Performance, Functionality
- Ownership and management of Internet marketing including social media integration

- Ownership and management of technical Infrastructure (PM)
 - Ownership and management of SEO measurements and monitoring methodologies
 - Direct and manage internal or external teams, allocate work and supervise them
 - Manage and oversee the organization's e-commerce business efforts
 - Cooperate with the web developers to make necessary changes in the website if necessary
 - Provide SEO/SEM/PPC and Internet Marketing thought leadership, innovation and process improvement initiatives
 - Development and execution of the online marketing activities to drive the business. Prepare and execute planning calendar for each season, promotions and mailer campaigns. Set KPI benchmarks from analytics and competitive analysis.
- Operations & analysis
Prepare and demonstrate presentations of various marketing strategies

- **Date** January 2006 – October 2008
- **Name and address of employer** Esseprint srl – Via del doss 5 – 22100 Como
 - **Type of business or sector** Offset printing company
 - **Job title** **Client Account Manager – Head of Prepress Department**
 - **Main activities and responsibilities** Responsible for managing client relationships, developing account plans, and delivering proposals by ensuring excellent customer service and client.
- **Date** August 2000 – December 2005
- **Name and address of employer** ABT Print und Medien GmbH – Bruchsaler Straße 5 – Weinheim (Germany)
 - **Type of business or sector** Offset and media company (core business cross media projects)
 - **Job title** Head of Business Unit AktivComm GmbH (Web agency) composed by 15 employees
 - **Main activities and responsibilities** Responsible for:
 - development of internet strategy and cross media integrated projects of main customers.
 - planning, management, coordination and financial control of all projects
- **Date** September 1994 – July 2000
- **Name and address of employer** Grafica Comense srl – Via Provinciale 30 – Tavernerio (Co)
 - **Type of business or sector** Offset Print Company
 - **Job title** Advertising art director
 - **Main activities and responsibilities** My work activities were:
 - working closely with the copywriter to generate creative ideas and concepts to fulfil the client's brief;
 - producing roughs to communicate ideas to the client;
 - gaining an understanding of the target audience and business that the advert is aimed at;
 - meeting with account manager before presenting ideas to clients;
 - pitching ideas to clients;
 - working in editing suites to oversee the finished product;

EDUCATION AND TRAINING

- **Date** 1990-1994
- **Title of qualification awarded** Degree in Graphic Design (IED – Istituto Europeo di Design of Milan) score 100/100
- **Principal subjects/Occupational skills covered** Visual & graphic communication, development of media campaigns (online and offline)
- **Date** 1985-1990
- **Name and type of organisation providing education and training** High school leaving qualification in classical studies ("Alessandro Volta" in Como)

**PERSONAL SKILLS AND
COMPETENCES**

MOTHER TONGUE

Italian

OTHER LANGUAGES

German

- Understanding C1
 - Writing C1
 - Speaking C1

English

- Understanding B2
 - Writing B2
 - Speaking B2

Spanish

- Understanding C1
 - Writing C1
 - Speaking C1

French

- Understanding A2
 - Writing A2
 - Speaking A2

ORGANISATIONAL SKILLS AND
COMPETENCES

Very good knowledge of the whole digital marketing mix and campaign management

Experience on managing third parties & large budgets

Ability to work independently and within a team environment

Strong independent decision-making, organizational, planning and problem-solving skills

Strong project management skills

TECHNICAL SKILLS AND
COMPETENCES

Office (Excel, Word, PowerPoint)

Photoshop, Illustrator, Indesign

Keynote, Pages (MacOs), Google Analytics, Socialbaker and Facebook Insights

I hereby authorize the use of my personal details solely for circulation within the company in relation to the Italian Legislative Decree n° 196/2003