

ELENA FAINI

Marketing Coordinator



Profile

Marketing professional with over 7 years' experience in the industry. Proven ability in managing key accounts and developing/overseeing marketing campaigns to promote products and services. Wide experience in conducting market research and analysing data to identify and define audiences. Highly proficient with digital marketing tools. Currently working (since 2017) as a Marketing Coordinator at Visual Editions, a publishing house based in Bologna.

Address

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Bologna

Contact

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EDUCATION

Master in Marketing and Business Analysis
University of Bologna,
2013-2014

Marketing Management, BA Hons
University of Rome
2010 - 2013

CORE SKILLS

- Brand positioning
- Data analysis
- Digital/traditional marketing
- Consumer insight
- Content management
- Social media marketing
- Event management

WORK EXPERIENCE

2017 - present

Marketing Coordinator

Visual Editions, Bologna

- Conducting research to analyse market trends, customer behavior, and competitive landscape in the national publishing industry, and preparing reports by collecting, analyzing, and summarizing data
- Planning and managing team meetings, booking events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists

2015 - 2017

Marketing Assistant

Abri Communications, Modena

- Managed campaigns on social media
- Conducted keyword research for several clients, including the University of Bologna
- Create a personalised and targeted email campaign for the Museum of Rimini, resulting in a 35% increase in click-through rate

2014 - 2015

Digital Marketing Assistant

The Zeus Group, Rome

- Produced reports providing in-depth analysis of current market share distributions
- Conducted online customer satisfaction surveys
- Developed and implemented a new affiliate marketing programme

IT SKILLS

- MS Office Suite
- Google Analytics
- Netsuite
- Sprout Social
- Audiense
- Adobe Photoshop
- MS Publisher
- SendGrid
- Imlist

OTHER SKILLS

- Project Management
- Analytical
- Problem solving
- Interpersonal
- Time-Management
- Customer Service

PROFESSIONAL

- 2015-present: **Chartered Institute of Marketing (Milan)**, Associate Member
- 2015-present: **Digital Marketing Institute (Rome)**, Affiliate Member

OTHER ACTIVITIES

2010 - 2015

City, State

Volunteering

Greenpeace (Bologna) / 2015 - 2017

- Managed the "volunteer campaigns" blog
- Developing local recruitment campaigns
- Coordinated with PR team to create new content ideas

2010 - 2015

City, State

Blogging

Food54

- Blogging about food healthy eating, and fitness
- Responding to blog comments to ensure reader interaction
- Building an engaged community using a weekly newsletter and social media platforms, such as Twitter, Facebook, Instagram and Periscope
- Creating content including articles, tutorials, eBooks and videos
- Creating monthly reports using Google Analytics to track my progress

INTERESTS



Travelling



Music



Swimming

REFERENCES

Marco Piatti

Marketing Manager, Visual Editions,
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Michele Sciarra

Senior Developer, Visual Editions,
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