

# SILVIA CAFAGNA

## BUSINESS DEVELOPMENT & STRATEGY EXECUTIVE

Creative thinker and digital leader with 10+ years of experience in defining, building and launching digital products and services with a focus on eCommerce, UX&UI, Social Media, Web listening, Digital Advertising Campaign and PR and Crisis Management.

As Head of Digital for Allianz I manage an exceptional team of Marketeers, Designers, Product Managers, CEX experts and numerous agencies to design and implement a seamless digital customer experience that drives engagement and sales for a customer centric journey.

Commercially minded with extensive experience in working within local and global markets I strive in designing and leading long term Digital Brand and Business Strategy to maximise digital growth.

I have a passion for sharing my knowledge as a speaker at Digital Conferences as well as training younger generations on Digital and AI as Adjunct University professor at Iulm.

I am an advocate for Innovation, Digital Transformation and Talent development to drive business growth.

## AREA OF EXPERTISE

- Digital marketing, eCommerce, Social Media & PR
- New business development
- Artificial Intelligence
- Digital Transformation
- Lean Operations
- CRM and Operations
- Team management & development
- Crisis management
- Coaching & mentorship
- Entrepreneurial approach

## PROFESSIONAL EXPERIENCE

### ALLIANZ

Sept 2019 – Present

#### Head of Digital

Leading the Allianz Digital Team through a deep process of Corporate Transformation aimed at maximizing digital adoption for Customers (7Mio) and Agents (2k).

Responsibilities in detail:

- Defining and managing all the digital activities within Allianz (e.g. web site, app, and social media) focusing on performance, Customer Experience and strategy optimization both for B2C and for B2B (Agency);
- Spearheading cross-functional teams in order to transform digital experience to in person ones (ROPO model);
- Defining Agency/Customer Experience, UI, and prototyping;
- Responsible for PNL and Digital Advertising Campaign;
- Leading the Olympic and Paralympic partnership within Allianz Italy focusing on Digital presence

### IULM – International University of Language and Media

Oct 2018 – Present

#### Digital Marketing, Mobile and Social Media Strategy Professor

### VODAFONE SPA

Mar 2010 – Sept 2019

#### Head of Social Media & Digital Manager – Agile Methodology

Apr 2018 – Present

Responsible for driving digital growth and Brand reputation for 5 Social Media Channels (10Mio Reach + Media investment) and Corporate site through innovative approach and technologies.

Managing multiple agencies in go to market campaign and delivering product development.

Responsibilities include:

- Convert Audience insights and social behaviors into strategic campaign and initiatives;
- Content & editorial strategy linked to measurement frameworks, KPI setting and benchmarking;
- Web listening and data room analysis;
- Crisis Management and harm reduction.

#### Head of Social Media & Social Innovation

Mar 2015 – Apr 2018

- Defining and implementing Social Media strategy and campaign;
- Launch of the 1st Facebook European AI chatbot (-40% of human assisted, +50% on digital sales);
- Digital transformation project collaborating with global team;
- Lead initiatives in partnership with cross-functional teams through all phases of strategy development.

**Head of eCommerce operations and Social Media**

Nov 2013 – Mar 2015

Leading a cross-functional teams of 33 FTEs across 5 offices in order to boost digital sales and caring.  
Responsible of planning, evaluating and executing projects according to predetermined timelines and budget through a proper partner governance.

**SOCIAL CARING & CHAT**

- Launch of Social CRM Platform to optimize processes and CRM performance;
- Digital CB management and Lead acquisition (social & chat → +20Mio interactions);
- Influencers and advocates management;
- Crisis Management and harm reduction.

**ONLINE OPERATIONS & ECOMMERCE**

- Responsible for Ecommerce sales operations and B2C platform;
- Products, tariffs, promotions and special sales settings;
- KPIs Monitoring and analysis to optimize sales and CEX (Cex definition);

**Digital marketing and communication PM- eCare PM**

Mar 2013 – Nov 2013

- Commercial launch of My Vodafone APP (Customer Base App);
- My Vodafone and web CB penetration, usage, Cex optimization;
- Smart Service go to market (cfr. Insights) to boost Loyalty campaign, CDI and NPS;
- Vodafone Lab management (community crowdsourcing based → 5Mio fan).

**Ecommerce & Marketing Project Manager**

Mar 2010 – Mar 2013

- Sales and digital KPIs analysis to optimize Customer Experience, User Exp and User Interface (click map, Site metrics, Funnel analysis) working with major global suppliers;
- eMail marketing, ADV campaign and SEO/SEM and market trend analysis;
- Supply forecasts and logistics optimization.

**Talent Graduate Program**

Mar 2010 – Jun 2010

**ARNOLDO MONDADORI EDITORE**

Mar 2005 – Jun 2008

Marketing & Events (eg. "Salone del Mobile", "Fuori Salone", Macef, etc...) <http://www.internimagazine.it/about/>

**LANGUAGES**

• ITALIAN - Mother tongue • ENGLISH – Fluent • SPANISH – Intermediate • German – Basic

**EDUCATION**

**Università degli Studi di Milano – Milano (MI)** 2007 - 2009

Master's degree in Corporate Communication and Marketing, 2007 – 2009

**Università degli Studi di Milano-Bicocca – Milano (MI)** 2004 - 2007

Bachelor degree - Anthropology and Eastern cultures – Chinese Language and Culture

**HONORS AND AWARDS**

**Facebook Virtual Assistant** 2017

Launch of 1<sup>st</sup> Italian Virtual Assistant on Messenger (2<sup>nd</sup> at European level)

AI/Chatbots Award (Digital360), Best Company for Digital and Operations (Le Fonti), Digital Growth (IlSole24Ore), Roger Abravanel, La ricreazione è finita. Scegliere la scuola, trovare il lavoro, Milano, Rizzoli (2015)

Bicocca Honors – Storytelling e carriera

**PROFESSIONAL TRAINING**

ELITE Practitioner in PNL - Agile Principal Product Owner

**INSIGHT**

"Un pensiero per te" full digital campaign (10,6Mio Reach, 45k Interactions, 2,7 Mio video views)

Smart Service and My Vodafone Launch <http://goo.gl/yAYFP9>

Piattaforma dei bisogni assicurativi - <https://bit.ly/3J6SRYv>

Regards,

Silvia Cafagna

In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document