

Curriculum Vitae Europass

Informazioni personali

Cognome(i)/Nome(i)

GIANFREDA MARY

Esperienza professionale

Date

AUGUST 2021 - CURRENT

Lavoro o posizione ricoperti

Digital Marketing Strategist

Principali attività e responsabilità

Expertise in Team & Client Management to ensure seamless collaboration and project success.

Conducting Market Research to analyze consumer behavior within specific industries and identify competitors in the digital landscape.

Developing and implementing effective data-driven Marketing and Communication Strategies to drive brand growth and engagement (website, social, newsletters, paid, SEO, lead generation, e-commerce, affiliation, PR)

Evaluating and refining digital strategies to ensure alignment with organizational goals and industry trends. Designing Integrated and Cost-Effective Digital Strategies that maximize ROI.

Analyzing and Reporting on the performance of digital campaigns to inform decision-making.

Thriving in Cross-Functional and International Teams, fostering collaboration across diverse professional and cultural contexts.

Monitoring & reporting, digital data analysis

Tipo di attività o settore

Marketing & Communication Agency

Date

AUGUST 2020 - AUGUST 2021

Lavoro o posizione ricoperti

Communication & Marketing Strategist

Principali attività e responsabilità

Evaluating Development of digital market analyses to support the definition of communication and data-driven marketing strategies and objectives with a data-driven approach.

Creation of SEO content for websites based on the defined data-driven content strategy.

Preparation of the Editorial Plan aligned with the Social Media Marketing strategy and implementation of the Editorial Calendar.

Monitoring, Reporting and digital data analysis

Tipo di attività o settore

Marketing & Communication Agency

Date

AUGUST 2017 - JULY 2020

Lavoro o posizione ricoperti

Market analyst Manager

Principali attività e responsabilità	Coordination of the Strategy Business Unit Development of business oriented market analysis (processing demand analysis, competitor analysis, benchmark analysis, sell out data analysis, online / offline data analysis, e-trade marketing analysis). Data analysis and processing of documents and infographics for reports, commercial documents, corporate training. Project budget and timing management. Supervision of activities to reach the objectives.
Tipo di attività o settore	Marketing & Communication Agency
Date	AUGUST 2020 - Current
Lavoro o posizione ricoperti	Consulting & Coaching
Principali attività e responsabilità	Experienced trainer specializing in Artificial Intelligence (AI), Social Media Marketing and Web Job skills development. I offer dynamic workshops and seminars for students and businesses, covering topics such as AI applications, social media strategy, content marketing, digital literacy, and online entrepreneurship. I help students and businesses unlock their potential in the digital world through targeted training programs. My workshops and seminars on AI, social media, and web jobs provide practical skills and insights that drive real-world results. Participants gain a competitive edge and achieve their goals in today's dynamic online environment.
Tipo di attività o settore	Consulting & Coaching
Istruzione e formazione	
Date	2020
Titolo della qualifica rilasciata	Executive master in Digital Strategy & Data Analytics
Principali tematiche/competenza professionali possedute	The online Master's degree in 'Data Analytics and Digital Strategy' provides the tools to select, monitor, and interpret the key metrics and performance indicators of digital business. The educational path covers the main topics related to data-driven marketing, with a particular focus on the use of tools and techniques for visualizing data and communicating results and objectives effectively. Upon completion of the Master's program, participants will acquire the necessary skills to: • design winning data-driven digital marketing strategies; • utilize tools for creating infographics; • use dashboards that enable the connection, management, and analysis of large data volumes.
Nome e tipo d'organizzazione erogatrice dell'istruzione e formazione	24 ore Business School

Livello nella classificazione nazionale o internazionale	Level 7																																								
Date	2014-2015																																								
Titolo della qualifica rilasciata	Laurea Magistrale - Mémoire en cotutelle																																								
Nome e tipo d'organizzazione erogatrice dell'istruzione e formazione	Université Sorbonne - Paris																																								
Livello nella classificazione nazionale o internazionale	Level 7																																								
Date	2009-2015																																								
Titolo della qualifica rilasciata	Laurea Magistrale in Lingua e Letteratura Italiana																																								
Nome e tipo d'organizzazione erogatrice dell'istruzione e formazione	Università di Pisa																																								
Livello nella classificazione nazionale o internazionale	Level 7																																								
Capacità e competenze personali																																									
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	(*) Quadro comune europeo di riferimento per le lingue																																								
Capacità e competenze informatiche	Google Analytics certificate Social media work & analytics: FB, IG, YT, TG Data Analytics and Reporting Result analysis Organizational and planning skills Competitive & Market analysis Digital Skills: Digital Marketing Digital tools for communication, collaboration and learning Data analysis, Data-driven decision making, Data cleaning, Data Visualization																																								

