



## Professional experiences

- **Brand executive – BAT (formerly British American Tobacco)** 11/2022 – ongoing  
 • ongoing Paris
- **Marketing Global Graduate Program – BAT (formerly British American Tobacco)** 04/2021 – 10/2022  
 • 1<sup>st</sup> classified against 140 Global Graduates in BAT worldwide competition Paris - London
- **Brand executive**
  - Developed and launched 10k “skins” for FR and UK, supported by 38 assets cross-channel
  - Revamped personalization portfolio for FR and UK markets adding 46 new engraving options
  - Led portfolio analysis culminated with the exploration of 15 new products ideas
- **B2B eCommerce executive**
  - Developed launch strategy for a new product category worth 25% of FR vape market
  - Improved eCommerce platform leading to +€1.5M and +35hrs/m saved
  - Led strategic migration worth +€150k to a new platform to reduce costs and increase synergies
- **Business Development executive**
  - Developed a pilot for a new buying concept aiming at increase sales by +25%
  - Optimisation of field visits leading to +14% efficiency and +20% quality
  - Led a market study to gain insights on our RTM activities
- **Business Leadership Development Program – BT (formerly British Telecom)** 09/2019 – 02/2021  
 Brussels
- **Rebranding executive – Event executive**
  - Led all the rebranding activities by managing a 16-person team with a budget of €355k
  - Organised an event for 120+ analysts and supported a series of events for 60+ key customers.
- **Content executive – Business development executive**
  - Headed the rebranding and creation of 150+ presentations designed for Sales activities
  - Contributed to the 3y plan for one of our main verticals and to the Annual Operational Plan.
- **Showcase executive - Contract management executive**
  - Nurtured €28M deals thanks to the usage of the Showcase, with a positive impact of 30%
  - Managed three accounts worth €5.5M and assisted one additional customer worth €0.8M
- **B2C marketing assistant – Shell** 08/2018 – 08/2019  
 • Designed an email flow to nourish 1500+ prospects. Judged as most innovative project in 2019 Paris
- **Corporate communication intern – CNH Industrial** 05/2017 – 08/2017  
 • Developed the official presentation for the EMEA region Turin

## Education

- **ESCP Europe – Master in management: specialisation in marketing** 09/2016 – 08/2019  
 Top 15% of students. Turin – Madrid – Paris
- **Università degli Studi di Torino - Bachelor in management** 09/2013 – 03/2017  
 Thesis awarded maximum points. Turin

## Other experiences

- **Ski instructor**
- **Build it Up and ESCP Golf Trophy – Marketing manager** (15 events per year, 35 participants on avg)
- **Uagna – YouTuber and Social media manager** (YouTube channel with 500k+ subscribers)
- **TrailMountain – Founder** (3 events per year, 500 participants in total)

## Linguistic Skills – IT

- **Italian** mother tongue
- **English, French** advanced (C1)
- **Spanish** intermediate (B2)
- **IT** Salesforce, Google and Facebook AdWords, Social Media, Photoshop, Coding, PRINCE2, ITIL V4

## Hobby and passions

- Played golf since 2008 at competitive level. Enthusiastic skier since 1998 with many years at agonistic level.
- Fundraiser for Unicef for €2k+