

WORK EXPERIENCES



EMEA Women's Fitness Brand Marketing Specialist **Hilversum, Netherlands**
Nike EHQ Apr. 2022 - present

- Supporting the team to establish Nike as her **Daily Trusted Fitness Partner** across Products, Activity, Wellness and Community, serving our female consumers on and off platform to increase engagement, conversion & retention;
- Supporting the team to **create brand impact** through the **FA23 'A Feel For Every You' Campaign**, managing the involvement of our athletes and communities' members on set, while making sure the full cast was wearing the right outfits;
- **Leading** the cross functional **collaboration between EMEA and London Brand Teams**, to bring to life the best digital/membership plan for the first ever European Nike Well Festival;
- Working with the EMEA Sports Marketing Team to **organise** and host in Amsterdam **the first Summit for our European Coaches & Trainers**, with the main goal to introduce them to the new 'Nike Well Collective' proposition, drive energy while maximising connectivity and mutual learning;
- With the Member Programming Team, **piloting the first edition of the Fitness 'Member Stories'**, bringing to life inspiring stories of our members while unlocking the power of the Nike Membership;
- Driving the **EHQ 'Feel Your All' Campus Takeover**, through the idealisation of a Fitness lounge to invite our employees to meet our Trainers, learning about our Apps and simply to feel and experience a life well lived;
- Delivering the best in class **Seeding Approach**, serving our community of Athletes, Trainers and key amplifiers while educating them about our leggings & bras offering;

EMEA CDM Member Lifecycle Specialist (ETW) **Hilversum, Netherlands**
Nike EHQ Dec. 2021 - March 2022

- Contributing at creating and delivering value to Nike members consistently and at scale, **piloting the Member Highlights franchise** throughout the full funnel and across all channels, thanks to a consistent and cross-functional coordination with key brand teams;

EMEA Digital Content Specialist (ETW) **Hilversum, Netherlands**
Nike EHQ May 2021 - Nov. 2021

- Working on **Digital production processes** for assigned agile projects and/or seasonal stories across nike.com, Nike App, NRC, NTC and Email (Play New, Tokyo Olympics, Nike App Birthday and Back To School);
- **Sprinklr, CMS and AWB** platforms knowledge;

Women's Brand Marketing Intern **Milan, Italy**
Nike Italy HQ Sept. 2020 - Mar. 2021

- Planning of Running, Fitness and Yoga **seasonal key looks assortments** and implementation of **products seeding strategies** through **SAP and nike.net** ;
- 'Nike Peg Trail 2 GTX Authenticators' recap, 'Nike (M)' recap, 'SP21 Kids Plan', and presentations during weekly and monthly pitch-back meetings;
- Contribution to the development of the **HO20 Back To Sport Enablement Plan X-Cat**, through the creation of digital briefs and **NXP** experiences, and through a close partnership with the local Coaches & Trainers;

Marketing Intern **Shanghai, China**
Technogym Shanghai July 2019 - Sept. 2019

- Supported the marketing and sales teams with the preparation of the FiboChina 2019;
- Prepared weekly reports about Asian Fitness and Hospitality Markets;
- Showroom support;
- Alignment and partnership with the Italian team about strategy and activations;

E-Commerce Intern **Shanghai, China**
Triboo Shanghai Oct. 2018 - Apr. 2019

- Contributed to the activities and projects concerning the development of Tecnica and Mico Sports Brands on the Chinese e-commerce platform Tmall;
- Provided market and competitor analyses through e-commerce KPI's;

ACADEMIA

Double Degree Bocconi-Luiss-Fudan **Shanghai-Rome**
(Final Grade: 105/110) Sept. 2018 - July 2020

- Master Degree in International Business (First Year at Fudan University in Shanghai and Second Year at Luiss University in Rome); Awarded with Riccardo Zacconi (Founder of Candy Crush) Scholarship
- Thesis: "The effect of innovation on employment: An empirical investigation on 'complex' and 'discrete' US manufacturing companies"

Bachelor Degree in Economics and Management **Rome, Italy**
(Final Grade: 105/110) Sept. 2015 - July 2018

- Thesis: "Amateur Sports Clubs and Budget Law 2018"

Erasmus Program in Global BBA **Paris, France**
(Bachelor in Business and Administration) Sept. 2017 - Dec. 2017

Just Doing It :)

Passionate and hard-working team player, open minded and eager to personally and professionally learn and grow.

Sport is the fire that burns inside me and working in this industry lies at the very heart of the things I love the most.



LANGUAGES



Native C1 A2 A1

PERSONAL DEVELOPMENT



Represented **Italy** during the 57th International Session for Young Participants at the **International Olympic Academy (IOA)** in Greece (June 2017)



Candidated to become one of the **25 IOC Young Leaders 2021**, after completing the 6-week learning sprint program (Nov. - Dec. 2020)



National **Tennis Chair Umpire & National Tennis Player**, as a member of the Italian Tennis Federation. (May 2014 - May 2020)

VOLUNTEERING



Volunteer for **Synchronised Swimming and Swimming Competition Management** at 17th FINA World Championships in Budapest (July 2017)



Volunteer for **Social Media and Communication** at 55th Internazionali Di Nuoto Settecolli in Rome (July 2018)



Volunteer for **Media and Communication** during the International Swimming League in Naples & Eindhoven (Oct. - Nov. 2021)



Marketing Intern
Technogym Shanghai

- Supported the marketing and sales teams with the preparation of the FiboChina 2019;
- Prepared weekly reports about Asian Fitness and Hospitality Markets;
- Showroom support;
- Alignment and partnership with the Italian team about strategy and activations;



E-Commerce Intern
Triboo Shanghai

- Contributed to the activities and projects concerning the development of Tecnica and Mico Sports Brands on the Chinese e-commerce platform Tmall;
- Provided market and competitor analyses through e-commerce KPI's;



Double Degree Bocconi-Luiss-Fudan **Shanghai-Rome**
(Final Grade: 105/110) Sept. 2018 - July 2020

- Master Degree in International Business (First Year at Fudan University in Shanghai and Second Year at Luiss University in Rome); Awarded with Riccardo Zacconi (Founder of Candy Crush) Scholarship
- Thesis: "The effect of innovation on employment: An empirical investigation on 'complex' and 'discrete' US manufacturing companies"



Bachelor Degree in Economics and Management **Rome, Italy**
(Final Grade: 105/110) Sept. 2015 - July 2018

- Thesis: "Amateur Sports Clubs and Budget Law 2018"



Erasmus Program in Global BBA **Paris, France**
(Bachelor in Business and Administration) Sept. 2017 - Dec. 2017