



PROFILE

As an experienced professional, I strongly believe in **leadership and collaboration**, achieving success in guiding **digital transformation initiatives** while effectively managing partner and client relationships. Leveraging advanced data analysis, I develop highly effective strategies, showcasing proficiency in complex datasets. With a focus on results, I ensure **timely project delivery**, maintain high standards of quality and innovation, and **improve the sales process** to drive revenue growth. My strategic mindset drives digital transformation efforts, **enhancing user experiences** and demonstrating my commitment to being a proven achiever in the field

Portfolio

LinkedIn Profile



Scan/Click

CONTACTS

+39 333 2978 268

giorgiofloriddia.tr@gmail.com

Italy - Rimini
Willing to relocate

APPLIED SKILLS

- GOOGLE ADS;
- GOOGLE ANALYTICS;
- FACEBOOK LEAD ADS;
- DATA ANALYSIS;
- SENTIMENT ANALYSIS;
- PROJECTS MANAGEMENT;
- PMO;
- ACHIEVING GOALS;
- TRANSLATIONS;
- COMMUNICATION SKILLS;
- PERSUASIVE COPYWRITING.

LANGUAGES

- ITALIAN; ●●●●
- ENGLISH; ●●●●
- SPANISH; ●●●○
- PORTUGUESE. ●●●○

GIORGIO FLORIDDIA

Digital Sales Project Manager
Digital Marketing Strategist
Linguistic Mediator

EXPERIENCE

DIGITAL SALES PROJECT MANAGER

IEG Italy Jan 2024 - present | Rimini (Hybrid)
Advisory

- Conception and promotion of digital services** linked to offline initiatives provided to exhibiting companies in the Food & Beverage industry at trade fairs. Actively collaborated with businesses to enhance their digital presence and optimize the exhibition experience
- Sales of the realised digital services**

DIGITAL INNOVATION CONSULTANT

PwC Italy Feb 2022 - Jan 2024 | Milan (Hybrid)
Advisory

- Managing the relationships** with partners and clients;
- Ensuring the assigning project respects the defined DeadLines;
- Sales of projects about: Data Analysis - **Digital Transformation** - Open **Innovation**
- Providing recurring reports about ongoing projects (Excel - Power Point);
- Translating documents for all involved parties (English- Spanish - Italian).

INTERNATIONAL COMMUNICATION STRATEGIST | HYBRID ROLE

Freelancer | Oct 2020 - Feb 2022 | London/Rome
International business introduction consultancy -

- Managing the relationships** with partners and clients;
- Ensuring all actions and procedures are accomplished by the team;
- Leading Communication strategies to worldwide audiences;
- Achieving** defined **goals** through **Digital Marketing strategies**

COMMUNICATION CONSULTANT

Nirya | Jan 2020 - Oct 2020
Corporate Communication Consultancy - Marketing and communication

- Designing and monitoring **brand reputation and influence**;
- Defining **target audiences** and related data **driven communication strategies**;
- Supporting creative activities (copywriting and podcast productions);

CRM SPECIALIST

Assist Digital| May 2019 - Jan 2020
Marketing and Communication Consultancy - IT advisory

- Defining and launching CRM campaigns;
- SMS - DEM Campaigns, guiding designers for LPs.
- Multilingual copywriting: **Spanish, English, Italian**;

EDUCATION

POLYTECHNIC UNIVERSITY OF MILAN - GRADUATE SCHOOL OF MANAGEMENT

MASTER OF DIGITAL INNOVATION - OPEN INNOVATION

Sept 2022 - Dec 2022

LUISS BUSINESS SCHOOL

MASTER OF MANAGEMENT & TECHNOLOGY - WITH MAJOR IN DIGITAL ECOSYSTEM

THE MASTER COURSE IS DELIVERED IN ENGLISH BY MOTHER TONGUE PROFESSORS

Sept 2018 - 2019

- Digital Marketing and Communication;
- Content Marketing & Copywriting;
- Social Media Strategies;
- Digital Transformation Processes.

UNIVERSITY OF TURIN

BACHELOR'S DEGREE IN LINGUISTICS MEDIATION

Sept 2014 - 2018

Learning foreign languages as English, Spanish and Portuguese;
Studying Mediation techniques;
Studying Translation techniques;
Studying general languages properties;
Learning communicative properties.