



Roberta Cintura

Marketing & Communication Consultant
Strategy, Branding & Innovation

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Let's keep in touch on LinkedIn!



2025 - Inclusion and Neurodiversity Awareness Training

AUTICON Academy

2022 - Executive Master in Metaverse, Video Games & Interactive Communication

MILANO SCHOOL OF MANAGEMENT

2018 - Tattoo artist training program BOTTEGA TOSCANA - Firenze

2016 - Master in Concept Art for Video Games

EVENT HORIZON

2015 - Bachelor of Arts in Digital Illustration

INTERNATIONAL SCHOOL OF COMICS

2009 - Master's Degree in Strategic Communication

UNIFI

2007 - Bachelor in Political Science and International Relations

UNICA

English B1

French B1

Hobbies & Free Time



4 Words About me

Results-driven - Resourceful - Creative - Innovation-oriented

About me

Marketing & Communication Consultant with 10+ years' experience in brand strategy, integrated campaigns, and events across the automotive, tech, art, and education industries. Combining creativity and analytics, I support organizations in building authentic, data-driven, and human-centered communication strategies enhanced by AI. Recognized for clarity, empathy, and a pragmatic, inclusive leadership style.

Core Skills

Marketing & Strategy

Planning and management of integrated communication and branding strategies

Coordination of public relations and co-marketing activities with partners and stakeholders

Development and execution of marketing plans up to €250K

Oversight of advertising and lead generation campaigns (LinkedIn, Meta, Google Ads)

KPI analysis and ROI evaluation with a data-driven and impact-oriented approach

Team & Project Management

Coordination of multidisciplinary teams (videomakers, photographers, SMMs, copywriters, ADV specialists, developers)

Management and supervision of external suppliers, creative agencies, and technical partners

Planning and monitoring of complex communication projects, from strategy to execution

Collaborative leadership and effective communication between creative and technical teams

Professional Experience

Marketing Umile (Freelance) – Founder & Strategic Consultant | 2025 – Present

Providing strategic and operational marketing support for SMEs and professionals, focusing on ethical communication, AI integration, and human-centered brand growth.

Polaris Engineering Spa – Head of Marketing & Communication | 2021 – 2025

Leading corporate and digital communication strategy, managing brand positioning, events, and AI-driven projects such as PerformIA to strengthen the company's innovation identity.

Freelance Digital Specialist| 2017 – 2022 Developed and executed digital strategies, websites, campaigns, and webinars for brands such as Trust-IT, Poesia21, Commpla, and Isuzu, combining creative storytelling with measurable growth.

Piaggio Group – CRM Specialist & Marketing Strategist | 2010 – 2017

Implemented CRM and loyalty programs across European markets, supporting brand communication, events, and customer retention for Vespa, Moto Guzzi, and Aprilia.

Dpt of Culture and Performing Arts, City of Florence - Event Manager | 2009 – 2010 Planned and coordinated cultural and artistic events, managing communication, logistics, and partnerships for public and private institutions.

Digital & AI Tools

CRM: SAP, HubSpot, Bitrix

Automation & Mailing: Mailchimp, Brevo, LinkedIn Ads, GA4, Meta Business Suite, Semrush, WordPress, WooCommerce

AI: ChatGPT / DALL-E (OpenAI), Gemini, Copilot, Heygen

Design & Content: Adobe Suite (Illustrator, Photoshop, InDesign, After Effects), Procreate, ZBrush, Maya, CupCut, Edits, TikTok Studio

Project I'm proud of

PerformIA festival
Creative Direction and General Coordination
www.performiafest.com

Current Focus



Marketing Umile
Founder
www.marketingumile.it