



## 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, Compla, 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](http://www.performiafest.com)



### Marketing Umile

Founder  
[www.marketingumile.it](http://www.marketingumile.it)