



ALESSANDRA LUCA

MARKETING & COMMUNICATION
MANAGER - SITE DIRECTOR

PERSONAL PROFILE

Experienced Marketing Manager with a demonstrated history of working in the marketing and advertising field. Luxury and corporate merchandise and product specialist. , Brand Management, Corporate Branding, Business Development and Marketing Strategy.

Master's degree focused in Marketing & Communication Management from Business School Sole 24 Ore. Enthusiasm, passion and seekness for learning are my best assets, together with strong interpersonal and communication skills. Storyteller.

CONTACTS



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SKILLS

- Strong communication and networking skills
- Resources coordinator, teamplayer
- Natural born problem solver
- The ability to work under pressure and multi-task
- The ability to forecast, report and deliver quality results
- Passionate and curious about art, trends & fashion, people, travel, yoga, food and wine, green lifestyle.

WORK EXPERIENCE

Idea Prima, Marketing & Communication Manager Site Director

Luxury and Corporate Merchandise

JUL 2013 -PRESENT TIME

- Retain of key clients -Luxury area
(Adm France for LVMH S.E. and Kering S.A.)
Finance and Insurance, Pharma,Oil & Gas, Automotive
(Generali Italia, ,Axa, Banca generali ,Baker Hughes).
- Define strategies of communication, supporting and developing brand awareness. Implement marketing campaigns and monitoring the process and the budget.
- Partner and advisor to client, consultant , builder and manager with team and PR agencies producing editorial plans and contents.
- Monitor ongoing marketing campaigns,incentive plans and loyalty programs; analyze market trends and tools.
- Collector,developer,sourcer of all kind of ideas and merch with a sustainable touch. Business traveller worldwide (clients,fairs and partners).

Re-bag Ltd ,Category Manager b2b

Fashion accessories and merchandise dept.

Product developer and sales b2b

JAN 2011- JUN 2013

- Product development fashion accessories. (shoppers & bags, beauty case and smal gifts for Replay,Twin-set, Diesel, Patrizia Pepe,Woolrich, Liu Jo etc...)
- Monitoring follow up of mass productions
- Sourcing and benchmark accessories

EDUCATION

Copy 42- Web copywrtng and social media

Sept 2020 -March 2021

Scuola Holden Torino Corporate
Storytelling and brand awareness
2020

Il Sole 24 ore Business School,
Milano
Master's degree Marketing and
Communication Management
Nov 2014.

Università degli Studi di Firenze

Law degree 1999
Trade mark copyright & intellectual
property

LANGUAGES & OTHERS

Italian
Mother tongue

English
Professional

Spanish
Intermediate

Russian
Beginner (in progress)

Microsoft OFFICE and Outlook
Professional use

Database
Professional use Teamsystem

CRM tools and social media
Professional use

Sommelier
Student (in progress)

Blue Lab srl / Rosso Regale srl Product and Sales Home decor dept.

DEC 2006 - JAN 2011

- Marketing and sales in Home decor area (merchandise, ceramic,porcelain, stationery,xmas decorations, bags and shoppers)
- Sourcing new supplychain opportunities- eco and green in Far East (China, Vietnam etc)
- Developing products and packaging.
- Monitoring press office ongoing campaigns.

RCS Mediagroup , Account manager b2b Italia Publishing

DEC 2005 - DEC 2006

- Managing sales and promotional publishing campaigns. (tourism and architecture area)
- Managing multiple projects
- Scouting

CHL , Marketing communication and sales Hardware and software.

DEC 2000 - DEC 2005

- Sales accounting and marketing assistant.
- Reporting and
- Monitoring of KPI'S and performances, evaluates performance to optimize sales