

NICOLÒ APOLITO

RETAIL - MARKETING - CRM

06/02/1999



CONTACT INFORMATION

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PROFILE

I am a Customer Marketing Specialist at idealista, specializing in B2B marketing, market analysis, and customer engagement. My role focuses on Go-To-Market strategies, email marketing (DEM & nurturing), and lead generation to support real estate professionals in growing their business.

With a strategic and data-driven approach, I develop targeted campaigns and insights to enhance performance and maximize results. I thrive in dynamic environments, always aiming for effective, high-impact solutions that drive business success.

IT SKILLS

- Office 365 by Microsoft
- Marketing Cloud
- Salesforce
- Power BI
- SALESmanago
- TeamSystem CRM

LANGUAGES

- Italian (mother tongue)
- English C1
- Spanish (Professional/Advanced)

WORK EXPERIENCE

CUSTOMER MARKETING SPECIALIST - B2B MARKETING

IDEALISTA - MADRID

JAN 2025 - Present

- DEM:** Management of campaigns for engagement, nurturing, and conversions.
- Go-To-Market:** Planning and launching new B2B products and services.
- Market Analysis:** Data analysis to support marketing strategies.

GLOBAL RETAIL OPERATIONS INTERN

DIESEL - BREGANZE (VI)

MAY 2024 - DEC 2024

- Project Management:** Leading projects to enhance store operations and develop an omnichannel system (Digital POS, Client Experience, RFID, CRM Clienteling App).
- Data Management:** Overseeing and updating retail back-office data.
- Retail Strategy & Optimization:** Supporting Country Retail Operation Managers.

JUNIOR MARKETING AND SALES SPECIALIST

2R GROUP - VENICE

FEB 2023 - MAY 2024

- Event Management:** Planning and executing corporate events
- Digital Channel Management:** Overseeing enterprise platforms, including SalesManago, TeamSystem CRM, social media, website, and web app.
- Sales & Data Analysis:** Managing sales processes and sales reporting.

MARKETING INTERN

CONNECTION H2H - MADRID

JULY 2023 - SEPT 2023

- SEO & Data Analysis:** Keyword research to enhance the corporate digital magazine's visibility on Google. Data analysis in Excel.
- Targeting:** Targeting 1,500+ companies to generate leads and sales opportunities.
- LinkedIn Campaign:** Managing IT Manager's LinkedIn profile to drive engagement.

HORECA INSIDE SALES

METRO ITALIA CASH and CARRY S.p.a. - TREVISO

From May to September 2022

- Sales management:** Management of sales, customer relationships and contracts.

EDUCATION

MASTER'S DEGREE IN MARKETING AND COMMUNICATION

Ca' Foscari University of Venice | Sept. 2021 - March 2024

- FINAL GRADE:** 110 / 110
- RELEVANT COURSES:** Communication and Digital Marketing, International Marketing, New product development, Marketing analytics, Retail.

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

Ca' Foscari University of Venice | Sept. 2018 - July 2021

- 5-month ERASMUS at Universidad de Zaragoza (SPAIN)**
- RELEVANT COURSES:** Marketing, Economic Analysis, Statistics, E-business

SCIENTIFIC HIGH SCHOOL WITH LINGUISTIC SPECIALISATION

Scientific High School "Ugo Morin" in Venice (2013-2018)

WALL STREET ENGLISH

English language enhancement course | June 2021 - January 2022

INTERESTS AND ACTIVITIES

I play soccer at the amateur level, training three times a week. I additionally volunteer occasionally at a kennel where I provide animal and facility handling support.