



PROFILE

I am an organized, confident and ambitious Head of Brand with more than 25 years of experience in Brand, Advertising, Communication and Marketing. I am always ready to face new daily challenges and I consider self-learning and personal growth as some of my strong points. I am characterized by dynamism, creativity and great communication skills in order to achieve the best results possible. I have experience in Brand Strategy for all the communication touchpoint, from traditional media to the digital one, managing internal and external agencies.

With the ability to work independently, using my own initiative, and with my team.

SKILLS

- Brand Identity
- Brand Marketing Strategy
- Digital Strategy
- Effective communication
- Social Media Marketing
- Adv campaigns (TV, social media, web...)
- Influencers & Testimonials
- Marketing
- Data Analysis
- Budget Management
- Problem solving
- Team leading
- Strong Customer Orientation
- Organization and Management
- Pack Office

LANGUAGES

- Italian: Native
- English: Fluent

ISABELLA MATERA

Head of Corporate Communication & Brand Management



ORGANIZATIONS

Advisor at "Osservatorio Branded Entertainment" (OBE).

Teacher @NABA



WORK EXPERIENCES

Head of Corporate Communication & Brand Management

BANCA INVESTIS | SINCE OCTOBER 2023

- Manage all the strategy for all brands | private banking, asset management, M&A
- Manage Brand communication campaigns, Advertising and Corporate Identity campaigns
- Social Media
- Events
- Internal Communication
- Media Relations

Head of BRAND

WIND TRE SPA | 2017 - 2023

- Manage all the strategy for all brands, telco and energy, and for all markets
- Manage Brand communication campaigns, Advertising and Corporate Identity campaigns
- Implement the engagement, awareness and performance strategies.
- Provide guidance on effective briefings.
- Managing celebrities, testimonials and all external partners, guiding to write an appropriate content for effective promotional campaigns.
- Keeping track of KPI and traffic flow.
- Ensure the consistency of brand off / online communication.
- Director of Below the Line and Digital Inhouse Agency (consisting of account, creative art and copy departments).
- Leading a team of 30 resources and 5 direct reports.
- Management of CSR, HR and Employer Branding related communication activities.

Head of Mass Media Advertising

WIND TRE SPA

- Managing commercial Above the Line (ATL) campaigns and product - segment Consumer Fixed, Mobile, MicroSME and Large Business, coordinating design, timely scheduling and launching ad campaigns.
- Provide guidance on effective briefings for creative and media agencies.
- Assess all the creative solutions, coordinating offline, on line, social media, internal communication and local trade asset, and media plans and provide meaningful feedback to Marketing Managers to achieve the best

EDUCATION

Master in Marketing

Communication & PR

Ateneo Impresa, Roma, Italy.

Degree in Political Science

University of Bari, Italy.

COURSES

MBA

SDA Bocconi University; 2019.

Category Management

SDA Bocconi University; 2001.

Visual Merchandising & Store

Management

Istud; 2001.

Advertising Management

SDA Bocconi University; 2000.

CONTACTS

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possible improvement of brand KPIs.

- Lead development and execution of cross-category brand communication campaigns, ensuring perfect consistency between all the ADV and Brand touchpoint.
- Directly Managing celebrities, testimonials and all external partners.
- Definition and implementation of trade campaigns, co-marketing and local marketing supporting Trade and Distribution.
- Managing and implementation of all Below The Line (BTL) materials.
- Maintain a deep operational relationship with multi-functional counterparts.
- Keeping track of KPI and traffic flow.

Consumer & SME Traditional Mass Media Advertising Manager

WIND TELECOMUNICAZIONI SPA

- Managing commercial Above The Line (ATL) campaigns and product.
- Definition and implementation of trade campaigns, co-marketing.
- Managing and implementation of all Below The Line (BTL) materials relating to canvass national product, special equipment and packaging.
- Leading a team of 6 direct reports.

Trade Marketing Specialist

WIND TELECOMUNICAZIONI SPA | 2000

Consumer Sales:

- Advertising & Below The Line to support the launch of the franchising channel.
 - Manage image stores.
 - Merchandising and Visual Merchandising.
 - Specialized training visual merchandising, store managers and sales associates, trade and market incentive.
- Local Loop Unbundling (LLU)
- Design and planning activities for the launch of the LLU product.
 - Micromarketing of the major cities of product launch.
 - Optimize resources: communication, product, distribution.
 - Planning campaign launch BTL and ATL.
 - Creation of House Organ for the Call Center.

Senior Account Crisis Management

GAIA PR | 1998 - 2000

- Development of communication plans.
- Press.
- Media Relations.
- Events Organization.

Internship at Communication Department

WWF | 1998

- Press.
- Media Relations.
- Events Organization.
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- In compliance with the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance to art. 7 of the above-mentioned decree.