

CUSTOMER MARKETING SPECIALIST

WORK EXPERIENCE

○ CUSTOMER MARKETING SPECIALIST - B2B MARKETING

IDEALISTA - MADRID

JAN 2025 - Present

- Developing **CRM strategies** by leveraging **Marketing Cloud and Salesforce** to support the sales team and boost lead generation.
- Designing and implementing **DEM campaigns**, created reports, and launched data-driven marketing initiatives.
- Conducting in-depth **market and competitor analysis** to identify emerging trends and business opportunities.
- Leading **merchandising** initiatives to enhance customer engagement and retention.
- Managing the internal **marketing newsletter**, keeping stakeholders informed on ecosystem updates.

○ 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

- Organized and executed **corporate events** attended by over 3,000 people.
- Oversaw **CRM tools** and **social media** to support the sales team, while **coordinating** efforts between marketing and sales.
- Planning and development of the **new website project**.

○ MARKETING INTERN

CONNECTION H2H - MADRID

JULY 2023 - SEPT 2023

- **SEO & Data Analysis:** Keyword research to enhance the corporate digital magazine's visibility on Google.
- **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

MAY 2022 - SEPT 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



CONTACT INFORMATION

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PROFILE

Results-driven Marketing Specialist with expertise in B2B marketing, customer analysis, and CRM strategy. Experienced in developing and implementing data-driven campaigns, customer journey mapping, and optimizing brand perception across multiple channels. Skilled in managing digital platforms, planning and executing high-impact events, and supporting product launches and promotions. Adept at analyzing market trends and competitor activities to identify new opportunities and anticipate risks. Strong communicator with a proven ability to coordinate cross-functional teams and deliver effective solutions in dynamic, fast-paced environments.

IT SKILLS

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

LANGUAGES

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