



NICOLÒ APOLITO

RETAIL - MARKETING - CRM

06/02/1999

WORK EXPERIENCE

GLOBAL RETAIL OPERATIONS INTERN

DIESEL - BREGANZE (VI)

MAY 2024 - Present

- **PROJECT MANAGEMENT:** Development and management of projects to improve store operations, aimed at the development and creation of an **omnichannel** system (**DIGITAL POS, CLIENT EXPERIENCE, RFID, CRM CLIENTELING APP**)
- **DATA MANAGEMENT:** Management and updating of data in the Retail Back Office
- **GLOBAL STRATEGIES:** support **Country Retail Operation Managers** in developing strategies, projects, and future **store performance** improvement initiatives.

JUNIOR MARKETING AND SALES SPECIALIST

2R SPORT&EVENTS - VENICE

From February 2023 to May 2024

- **Organisation of corporate and sporting events** with more than +2500 attendees.
- Enterprise **digital channel management**: SalesManago, teamSystem CRM, Social Media, WebSite, WebApp
- **Sales management:** Sales management; Sales **analysis** through Excel, **CRM** management, Sales **reports**.

MARKETING INTERN

CONNECTION H2H - MADRID

From July to September 2023

- **SEO strategies:** Research and study of strategic **keywords** for visibility of corporate digital magazine on Google. Construction of database on **Excel** for data analysis.
- **ABM Strategies:** identify and target +1500 companies to **generate leads and sales** opportunities to the sales area.
- **LinkedIn Campaign B2B:** IT Manager's LinkedIn Profile Management.

HORECA INSIDE SALES

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

From May to September 2022

- **Sales management:** Management of sales and customer relationships, management of prices within contracts, analysis of customer data.

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 Strategies, Marketing analytics, Retail and channel management.

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 Fundamentals, Financial Statement and Economic Analysis, Statistics, E-business Strategies

SCIENTIFIC HIGH SCHOOL WITH LINGUISTIC SPECIALISATION

Scientific High School "Ugo Morin" in Mestre (Venice) (2013-2018)
Specialisation: Spanish language

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 (plus Sunday match).

I additionally volunteer occasionally at a kennel where I provide animal and facility handling support.

CONTACT INFORMATION

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PROFILE

I am a Marketing and Communications graduate and currently work in the Global Retail Operation team at Diesel, where I perform project management activities geared toward improving operations in stores, with the goal of creating an omnichannel system. In addition, I am in close contact with the shopping experience, CRM and client experience teams, to which I provide support.

I am distinguished by a mindset of constant improvement and the search for innovative, alternative and original solutions.

My current goal is to be able to be part of an established and international corporate environment where I can challenge myself and where I can have opportunities for growth.

IT SKILLS

- Office 365 by Microsoft
- Canva
- Power BI
- SALESmanago
- TeamSystem CRM inCloud

LANGUAGES

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