



GIOVANNILUCA FIORE

PERSONAL PROFILE

Master in Marketing, Digital and Retail with a background in Economics and Business Administration. Strong interest in all aspects related to the qualitative and quantitative strategies of Brand Management.

PROFESSIONAL EXPERIENCE

Junior Brand Manager

De Nigris Group, Napoli | August 2022 - on going

- Trend analysis, competitors of the vinegar market in the United States and Europe, through the use of the Nielsen database as well;
- Management, development and support to strategic and promotional marketing activities related to 'De Nigris' and 'Casaceto' brands.

Sustainability & Marketing Assistant

De Nigris Group, Napoli | October 2021 - July 2022

- Corporate project management activities on sustainability and support for multi-brand marketing activities.

In-store Account

Findus Italia(Nomad Foods), Rome | September 2020 - September 2021

- Analysis of sales volumes and business development opportunities;
- Responsible for the proper conduct of trade marketing policies within retail points;
- Monitoring of assigned sales outlets and consulting with category managers;
- POP material implementation to improve corporate communication within stores.

EDUCATION

Master in Marketing, Digital and Retail

IPE Business School, Naples (IT) | November 2019 - July 2020

Masters's Degree in Business Administration

Università degli Studi di Napoli Federico II | October 2017 - July 2020

Bachelor Degree in Economics and Business

Università degli Studi di Napoli Federico II | September 2013 - October 2017

SKILLS

Digital

Acquired through internships and university practices

- Excel
- Office Suite
- Google Ads
- Google Analytics
- Facebook Ads

CONTACTS



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LANGUAGES

- Italian- Native speaker
- English - B2

MORE INFO



Completed the training course In "Marketing Innovation Trends" at Università Federico II



Passionate about cooking, travel and photography