



# 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.

## CONTACTS

- Via Giuseppe Bonito,  
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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

## 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