

MICHELE MOLIA

CONTACTS

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BIO

Versatile marketer with full-spectrum marketing experience — from strategy to execution — across Comms, Paid Media, Organic Activation and Operations. Both on agency and brand sides.

Creative vision shaped by data-driven reasoning.

Lived in 5 different countries, 20+ years of team sports on my legs. Firm believer in life-long learning.

WORK HISTORY

SOFT SKILLS

- Emotional intelligence
- Creativity
- Lateral thinking
- Time management
- Agile learning
- Adaptability
- Work ethic

Global Digital Activation Manager

adidas | April 2022 - Present

- End-to-end direction of global Running & Football campaigns across owned digital touchpoints (.com & APP), focusing on traffic growth, conversion, and consumer data acquisition

Assistant Manager Content Publishing

adidas | March 2021 - March 2022

- Implementation of cross-category brand and commercial contents within the adidas ecosystem, ensuring alignment with brand equity, adherence to quality standards, and delivery within agreed timelines

HARD SKILLS

- SEM
- Brand management
- Content production
- Campaign strategy & execution
- Data analysis
- Social media management

Brand Media Specialist

Nike | April 2019 - December 2020

- Coordination of multi-channel paid media activations (Display, Social, Search, Affiliates) for key sports categories, in partnership with media agencies and internal category teams to deliver integrated digital plans aligned with brand KPIs.

Junior Paid Search Specialist

MickyMereu Online Advertising | June 2017 -August 2018

- Planning, execution, analysis and optimization of both B2C and B2B paid search campaigns on Google Ads, Bing Ads and Facebook Ads for a wide range of international businesses

TOOLS MASTERED

>>Google Analytics

>>Figma

>> Excel

>> Airtable

>>Power BI

>> Salesforce

>> WordPress

>> Tableau

>> Hotjar

>> Tridion

>> Jira

Marketing & Communications Assistant

Bottega | March 2017-May 2017

- Content and E-commerce strategy of the food delivery service offered by Bottega.com

Online Editor Intern

UNIQGmbH | March 2016 - May 2016

- Editorial support and development of the blog
www.holidayguru.it

EDUCATION

KEDGE BUSINESS SCHOOL

MSc Marketing & Brand Management | September 2018 - April 2020

Università degli Studi di Cagliari

BSc Communication Sciences | October 2014 - December 2017

Kazimiero Simonavičiaus Universitetas

Erasmus+ Semester - BusinessManagement | September 2016 - February 2017