






WHO I AM

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PROFESSIONAL PROFILE

Currently at **MGID Italy**, from **April 2022** as **Regional Head of Publisher Acquisition**, after a two-year experience in **RTL AdAlliance @ Smartclip** as **Senior Publisher Partnerships Manager** focusing on **Addressable TV, Connected TV Display & Video, Online Video, Audio adv, Special Projects**.

+10 years as **Business Development Manager** for brand **Gianluca Di Marzio** and related networks targeting sport.

+14 years of experience in digital advertising, first as **Trade Marketing Manager** for the media company **VEESIBLE** of the **Tiscali SpA group (TELCO)**, then **Publisher Manager** in **seedtag advertising**, right from the start-up phase.

More than 25 years in **communication business** with experience in various international communication agencies as **Account & Business Development Manager**.

MAIN SKILLS

- Strategic vision in **scouting** and **managing publishers** for the creation of an ad hoc publishing network
- **Negotiation** and **management** of contracts and agreements with publishers and partners
- Ability to **maximise overall publisher performance: monitoring, analysing and reporting KPIs** to identify opportunities and increase **revenues** of individual publishing properties
- **Supporting** new publishers through the integration process

Stella Ambrosino



PROFESSIONAL EXPERIENCES

Regional Head of Publisher Acquisition @MGID Italy – Milan, Mi
04/2024 – currently

Senior Publisher Partnerships Manager RTL AdAlliance @ Smartclip Italy – Milan, Mi
01/2022 – 03/2024

- Relationship management with **publishers** and **broadcasters**: agreements, budgets, performance and strategies to **optimise traffic** and **revenues**
- **Product development** and **new business areas** (**audio, special projects**)
- **Network consolidation** on business areas: **online video, ATV, CTV, audio, special projects**.
- Study of **strategies** on individual commercial targets
- **Weekly revenue analysis** and optimization
- **New business**

Business development manager Gianluca Di Marzio – Milan, Mi
07/2014 – currently

- GDMnetwork **business plan creation**
- **Advertising product development** and coordination editorial areas
- **Tailor made Commercial offers** for **customers**
- **Sales follow-up** activities
- **Management** social activities
- **Sponsorship, Special Projects, Events, Personal branding**

GDMnetwork: gianlucadimarzio.com, grandhotelcalciomercato.com, pazzidifanta.com, lacasadic.com, seried24.com

Publisher Manager Outbrain – Milan, Mi
03/2021 – 06/2021

- **Advertising management** and **OTT partnerships**
- **Consulting** and **strategy** to **support** advertising growth plans

Publisher Manager Seedtag advertising – Milan, Mi
01/2018 – 03/2021

- **Consolidation** and **growth** of existing partnerships with network publishers
- **Scouting** and **acquiring new publishers** to strengthen individual targets
- **Evangelising** In-Image advertising to strengthen seedtag leadership on the digital market
- **Managing** and **coordinating** seedtag tech implementation with publishers
- **Supervising** central tech team to ensure execution of tech integrations
- **Collaboration** with seedtag publishers' editorial, marketing and sales teams to identify strategic priorities
- Sharing **product strategy** with central team, designers, product managers, operation managers, tech team
- **Proposing** and **implementing** new In-Image products that match to the needs and constant changes of the digital market
- **Data analysis** to identify, suggest and implement editorial optimisations to increase performance
- **Identification** and **implementation** of yield management strategy to maximise publisher revenues
- **Monthly revenue analysis** and **reporting**, revenue trends, growth trends
- **Achievement** of monthly publisher revenue targets
- Identification of **strategy** to achieve and **maximise** revenues in Open Market on Mid-Long Tail Publishers
- **Management** of all day-to-day activities related to individual publishing groups (contracts, reporting, invoicing)
- **Design, management** and coordination of **digital pr activities**, events, press releases, speeches, round tables, participation in industry events

Head of Special Projects Buzzoole – Milan, Mi
11/2017 – 01/2018

- **Scouting** and **acquisition** of new **TOP influencer** to strengthen individual

- **Development of new products** to meet publishers' needs
- **Strategic** and operational interface between publishers, adops, marketing and sales, to translate market needs into business opportunities aimed at improving clients' business and brand results
- **Meaningful team management** with team building and networking activities
- **Devising and planning communication actions** to maximise the visibility of client's brands, enhance the media company's digital properties, develop ad hoc communication activities for prospects
- Excellent ability to **build strong relationships** with publishers, partners, internal and outsourcing teams, industry media, digital market players
- **Managing** internal and external **communication** within the media company; relations with industry digital media
- Design, organisation and **supervision** of corporate events
- Digital pr, press releases, interviews, management of institutional speeches, round tables and participation in industry events

targets

- Ad hoc **communication project development** with influencer marketing project management (TOP and longtail)

Trade Marketing & Communication Manager Vevisible_Tiscali SpA - Milan, Mi

11/2014 - 10/2017

- Study, **conception** and **development** of **corporate communication** strategy, identifying the most effective and efficient actions to obtain the appropriate visibility on the target audience (b2b, media, stakeholders, prospects) and enhance the company's assets
- **Action planning** and **coordination** of corporate communication and brand awareness activities
- Selection of **corporate news, editorial product adv**, for **press release development**
- **P.R.** and **media relations** for the dissemination of corporate news, objectives and results
- **Community management** for the organisation of team building activities, conventions, press briefings, activities relating to the organisation and event logistics
- **Creative agency management** for the definition and production of the creative concept
- **Production** of content, corporate advertising and company-related events
- **Content management** for company speech development and coordination
- **Monitoring** of domestic and foreign competitors / peers for inspiration on R&D
- Coordination of **trade marketing**, communication, sales, digital PR, social networks, company website

Trade Marketing Manager & Publisher Manager Vevisible_Tiscali SpA - Milan, Mi

02/2012 - 11/2014

- **Strategic** and **operational** interface between publisher and sales force, for the conception and development of communication strategies and optimisation of the inventory of concession websites
- **Scouting publishers** with focus on Sport, News, Women's, Mother's targets
- Devising sales tools aimed at **monetising** the Concessionaire's digital properties
- **Supporting** the sales force during monthly plenary meetings with updates on editorial products, new advertising formats and ad hoc special initiatives
- **Definition** and **planning** of **activities** for the realisation of communication projects and control of timelines for the execution of required tasks: feasibility analysis; assignment of activities to internal resources dedicated to the advertising product and special initiatives
- **Coordination** of **outsourcing** suppliers for the operational development of projects and for the production of advertising formats
- **Managing** the **relationship** between publisher, client, agencies and media agencies

Senior Account Communication Brand Portal_Olà advertising - Milan, Mi

05/2010 - 12/2011

Advertising BU:

- **Senior Account:** conception, development, coordination and supervision of 360° integrated communication projects, from atl (TV, radio, press, billposting) to btl (unconventional marketing projects)

Clients managed: 3 Italia, Fineco Bank, AIRC, Salmoiraghi&Viganò, RSA, Unicredit Group, Matrix, Zurich

Digital BU:

- **Head of BU Marketing Unconventional**, managing team 6 accounts and devising digital marketing projects

Main client: Telecom Italia

Account & Business Development Manager Tequila BFluid_TBWA - Milan, Mi

02/2005 - 04/2010

- **Account Manager** on communication projects for studying and devising action plans aimed at improving communication and marketing strategies to be adopted to develop the business of active customers and prospects
- **Business Development Manager** with identification of new opportunities, new alternative solutions for companies, creation of new methods of action and marketing useful to make prospective customers active

■ **Account Executive** Incentive Power Travel_Promotions - Milan, Mi
08/2004 - 12/2004

- **Account executive** with management and team coordination with focus on incentive projects, travel, conventions, special events, road shows, team building trade marketing

■ **Account Executive** One Four One Italia_Bates Italia/Ogilvy - Milan, Mi
11/2000 - 07/2004

- **Direction** and **coordination** of work teams for the creation and implementation of communication strategies - promotional activities, incentives, events, direct marketing, media campaigns, trade marketing

■ **Junior Account** Inventa_Inventa CPM Tro - Milan, Mi
08/1999 - 11/2000

- **Accounting** activities in the below-the-line division with management of promotional activities, direct marketing, incentives, trade marketing

■ **Field Manager** CPM Italia_Inventa CPM Tro - Milan, Mi
08/1998 - 08/1999

- **Management activities** in the field marketing division for planning and coordination of field marketing activities and promotional events

■ **Client Service Administrator** I.M.C. S.p.A - Milan, Mi
11/1995 - 08/1998

- **Executive** in the organisation of trade incentive projects



EDUCATION

■ **Administrative Accounting: Accounting**
Vilfredo Pareto - Milan, 1995

■ **Office Operator: Accounting**
Enfap - Milan, 1992



ADDITIONAL INFOS

LANGUAGES

Italian - mother tongue

English - good knowledge (Upper Waystage @Wall Street English)

TECHNICAL SKILLS

- Excellent knowledge of **Macintosh** and **Windows** operating system

- Good knowledge of **census system** and dealer panel: Webtrekk

- Google Analytics, Audiweb, Adreport

- **Advertising delivery platform**: Dot&Ads, SmartX

- Proprietary **technology platform** for ads delivery, control, management and optimisation of publisher revenues

OBJECTIVES AND ASPIRATIONS

- To work in a dynamic environment that fosters professional growth and enhances the professional skills acquired over the years

- Constantly acquire new knowledge about advertising, marketing and communication

- To seek new professional challenges and successes

I authorise the processing of the personal data contained in my CV pursuant to art. 13 of Legislative Decree 196/2003 and art. 13 of EU Regulation 2016/679 on the protection of individuals with regard to the processing of personal data.

Stella Andronico



SKILLS AND STRENGTHS

- Strong ability to develop networking activities
- Propensity for public relations to develop scouting activities
- Intuitive skills aimed at identifying new business opportunities
- Ability to interact with resources inside and outside the company organisation
- Ability to manage timing and deadlines with precision, strong organisational skills, problem finding&solving
- Open-minded, creativity, motivation and passion
- Team management, timeliness and proactivity, readiness to identify priorities, goal and result orientation
- Strong personality, complete reliability, enthusiasm, collaboration
- Knowledge sharing, curious, market listener, trend spotter, maximum flexibility
- Passionate about adv products and with a great desire to study them, design them and tell the market about them in an exciting way