



Contatti:

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Job related-skills:

- excellent time management capability,
- good command of Office (Word, Excel, Power Point, Outlook)
- good command of Adobe suite (photoshop, indesign, illustrator, premiere, after effects, dreamweaver, ecc).

Other Skills:

- Team player
- Very good communication skills
- Ability to effectively manage multiple tasks and priorities
- Proven attention to details
- Ability to work with deadlines
- Negotiations skills

Languages:

Italian: Mother Tongue
English: Professional working

Nicola Di Schino

Marketing specialist | Sales Development | Business Development |
Social Media Expert |

Milano, Lombardia, Italia

Riepilogo

SUMMARY

- 3+ Years in Sales, Marketing, Strategy & Innovation, across Leading Global Companies
- Experience with Technology, Ecommerce, Retail & Luxury, Automotive and Finance industries
- 2 languages (English, Italian)
- Never misses a deadline
- Leading profitable business growth
- Awards for leading strategic marketing and sales initiatives

KEY STRENGTHS

- B2B Consultative Business Development
- Sales Force & Vendor Management
- Manage C-level Executives
- Contract Negotiation
- (Digital) Marketing Strategy for Growth
- Advertising & Media Planning: Online (PPC, Display, Retargeting, Social) and Offline (TV, Radio)
- Reputation & Brand Marketing
- PR and Events
- Smart Data & Analytics
- Personalization
- Martech & Adtech
- Research & Insights
- Digital Transformation
- Leadership (Team Building, Hiring & Mentoring)
- Change Management

Esperienza

ADP

1 anno 11 mesi

Enterprise - Sales & Marketing Development Representative
settembre 2019 - Present (8 mesi)

Milan Area, Italy

Marketing Specialist

giugno 2018 - settembre 2019 (1 anno 4 mesi)

Milan Area, Italy

The purpose of the role is to generate new business opportunities within Italian market for our HCM solutions and maintain our position as a Global HCM provider.

I have executed the above objectives through a mixture of researching prospect accounts, providing insight and learning for prospects - conveyed through high level conversations with c-suite contacts, warm lead follow up, social media and marketing collateral.

Generating new business opportunities.

Sourcing new sales opportunities through outbound cold calls and emails and follow-up.

Understanding customer needs and requirements.

Routing qualified opportunities to the appropriate sales executives for further development and closure.

Setting meeting between customers and local sales.

Researching accounts, identify key players and generate interest.

Maintaining and expanding database of prospects within assigned territory.

Scenarya

2 anni 4 mesi

Project Based

giugno 2018 - Present (1 anno 11 mesi)

Rome Area, Italy

Social Media & Marketing Manager

gennaio 2018 - Present (2 anni 4 mesi)

Roma

Managing digital side and editorial plans for clients, for example, the onlus organization "Amref Health Africa" and multinational corporation "IP Gruppo Api"

offering support to sales department to increase business opportunities content developing and optimization, advertising, events planning etc

day to day communication with internal department in order to develop the best solution for customer's needs
Preparing weekly and monthly reports

The Washing Machine Italia

Art Director and Social Media Manager

maggio 2017 - gennaio 2018 (9 mesi)

Roma, Italia

Meets art department work standards by following production, productivity, quality, and customer-service standards

developing communication campaign at 360°, from the digital to the TV or press

work on cross-mediality in order to offer the best key marketing chance to our clients like the PD (Democratic party), Bulgari, Sina Hotels and so much more keeping customers informed by reviewing illustrative material for presentation accomplishes art department work requirements by orienting, training and coaching when necessary Meets art department cost standards by monitoring expenses

solving operational problems; identifying work process improvements

daily interaction with sales and marketing departments in order to achieve targets and goals

Scenarya

Social Creative and Community Manager

settembre 2016 - maggio 2017 (9 mesi)

Roma, Italia

Managing digital side and editorial plans for clients, for example, the onlus organization "Amref Health Africa" and multinational corporation "IP Gruppo Api"

offering support to sales department to increase business opportunities

content developing and optimization, advertising, events planning etc

day to day communication with internal department in order to develop the best solution for customer's needs

Preparing weekly and monthly reports

Formazione

IED Istituto Europeo di Design

Bachelor Degree Marketing and Advertising , Pubbliche relazioni, pubblicità e comunicazione applicata · (2013 - 2016)

Liceo Scientifico Galileo Galilei, Terni Italia

· (2005 - 2010)