

CURRICULUM VITAE

LIVIA BALDUCCINI

PERSONAL DETAILS

Name: LIVIA BALDUCCINI

Date of Birth: 06/12/1982

Place of Birth: Rome, Italy

Residence: Via Antonio Bosio, 28 - 00161 Rome, Italy

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EDUCATION

High School Diploma (Scientific focus), Liceo A. Avogadro - Rome, year 2001.

Bachelor's Degree in "Statistics for Business Management", year 2004, Faculty of Statistical Sciences, University of Rome "La Sapienza".

Grade: 95/110.

Thesis in Business Economics: "The start-up in the Outlet sector; the McArthurGlen case of Castel Romano".

WORK EXPERIENCE

Core Activities & Responsibilities:

- Marketing project planning for Italian and foreign product portfolios
- Definition and management of the marketing and communication budget
- Management and coordination of advertising communication activities
- Management and development of Commercial Partnership agreements
- Development of performance evaluation models for marketing investments (KPIs)
- Organization of events and trade fairs
- Statistical data analysis for new developments
- Strategic planning for the launch of Shopping Centers or Outlets
- PR activities with Retail Managers and Marketing Managers
- Implementation of loyalty projects
- Staff management and coordination

Professional Experience:

- From August 2015 – Present: Marketing Manager at MaBa Consulting S.r.l.
- January 2012 – July 2015: Deputy Director of “I GIGLI” Shopping Center at Larry Smith S.r.l.
- June 2011 – December 2011: Deputy Director of “I Granai” Shopping Center at Larry Smith S.r.l.
- June 2009 – May 2011: Marketing Manager, Soratte Outlet Shopping at Soratte Gestioni
- April 2008 – May 2009: Marketing Coordinator, Noventa di Piave at McArthurGlen Ltd
- April 2007 – March 2008: European Marketing Executive at McArthurGlen Ltd
- October 2006 – March 2007: International Marketing Executive at McArthurGlen Ltd
- April 2006 – October 2006: International Marketing Assistant at McArthurGlen Ltd
- October 2005 – March 2006: International Marketing Coordinator (Internship) at McArthurGlen Ltd

KEY PROJECTS

- Opening of Barberino Outlet – Management and coordination of launch campaign, partnerships, and opening event.
- Opening of VAT Refund Point at Castel Romano Outlet – Partner selection, business plan, and international advertising campaign.
- Opening and Launch of Veneto Designer Outlet – Noventa di Piave – Competition analysis, opening event, pre-opening campaign, and tourism positioning.
- Launch of Soratte Outlet Shopping – Budget, events, and advertising campaign management.
- Launch of “Gigli Pass” Loyalty Card – Partner evaluation, media plan, events, and sales monitoring.
- Launch of “Gigli Gift Card” – Media plan, partner selection, and sales monitoring.

LANGUAGES

Italian: Native speaker

English: Excellent spoken and written English; OISE diplomas; good knowledge of statistical English

French: Basic/School level

IT SKILLS

Microsoft Office Suite

Access and SQL for database development and analysis

Web analysis and benchmarking for marketing and advertising projects

OTHER INTERESTS

Scouting until the age of 19

Sports: Gym and Volleyball

Travel, reading, cinema, theatre, and concerts

Available for travel and business trips

PRIVACY

I authorize the processing of my personal data in accordance with Italian Law 675/96 and Legislative Decree 196/03.