

GIULIA MANDELLI

STRATEGIC MANAGEMENT

Copenhagen, DK
+45 91 19 67 77
g.mandelli@mail.com
linkedin.com/gmandelli
b. 1992 | Italy

SKILLS

English



Italian



French



Team Work



Mediation



Project Design



Critical thinking



TOOLS

Advanced Excel

Google Analytics

HubSpot

Adobe Premiere

Adobe InDesign

Sketch + InVision

HTML / CSS

GitHub

ACHIEVEMENTS

Winner of Pitch for Peers
early-stage startups
competition by
Peergrade & Danske
Bank (May 2018)

International Design &
Business Management
Challenge participant.
Aalto University (2017)

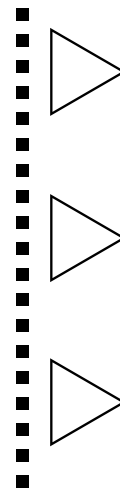
I am a strategic marketing graduate, passionate about innovation and creativity. I take a multidisciplinary approach to management, combining solid business skills with design thinking and lean startup methodologies. My goal is to contribute to the growth of an ambitious, customer-centric, dynamic company.

EDUCATION

MSc Strategic Market Creation
COPENHAGEN BUSINESS SCHOOL | DENMARK
2015 - 2018

Exchange: Global MBA Program
清华大学 TSINGHUA UNIVERSITY | CHINA
2016

BSc Management for Arts, Culture
and Communication
BOCCONI UNIVERSITY | ITALY
2011 - 2015



Marketing & innovation
Brand management
Research & consumer experiences

Business innovation
McKinsey global leadership seminar
Strategic alliances

Management of creative industries
Competitive strategies
Online & digital marketing

EXPERIENCE

Founder & Startup CEO
SHIPZ | DENMARK
Apr 2018 - Present

- Product vision, business model development and validation
- Market and consumer research + analysis
- Growth strategy for business's expansion through B2B leads generation, investors' relations, team building

Product & Market
Developer

MJUUZ | DENMARK
Jan 2018 - June 2018

- Product development through UX design, prototyping and hypothesis testing
- Develop brand and communication strategy to attract and retain customers
- Adjust product-market fit through user testing

Marketing Intern
HABITLAB | DENMARK
May 2016 - Aug 2016

- Build brand awareness through content creation and social media management
- Lead generation by inbound marketing, emails, advertisement

Business Development &
Sales Intern
ECU FILM FESTIVAL | FRANCE
Jan 2015 - Jun 2015

- Growth of exposure through content creation and PR
- Development of a new video platform to promote emerging screenwriters
- Ticketing & customer service management