



# Marida Di Lembo

**Date of birth:** 03/05/1981 | **Nationality:** Italian | **Phone number:** (+39) 3488092574 (Mobile) | **Email address:**

[marida.dilembo@studio.unibo.it](mailto:marida.dilembo@studio.unibo.it) | **LinkedIn:** <https://www.linkedin.com/in/maridadilembo/> |

**Address:** Bologna, Italy (Home)

## ● ABOUT ME

I am a curious person, passionate about technology and sociology. I always look for new challenges to bring additional value to my life. By adapting the right technology to the specific human needs we can foster the innovation and sustain the world for a better future. It is in the everyday steps that we can achieve the fundamental results and I would like to be part of the digital revolution, understanding the tools and innovation, and develop solutions that solve problems, smoothing divisions between the different classes of the society.

I follow few rules to drive my growth: continuous learning, test and learn, organisation and methodology, data-driven, active social listening.

## ● WORK EXPERIENCE

04/09/2023 – CURRENT Bologna, Italy

**MARKETING MANAGER D.IT - DISTRIBUZIONE ITALIANA**

- Brand positioning and strategies.
- Marketing Plan and budgeting.
- CRM and Campaign Management on digital and in-store touchpoints.
- PR and event planning.

**Business or Sector** Other service activities

01/09/2013 – 03/09/2023 Bologna, Italy

**UX DESIGNER KONVERGENCE SRL**

Buyer Personas analysis, UX research and testing  
Business requirements and system constraints analysis  
Wireframing, prototyping and evaluation testing  
Design Systems, UI kit and documentation

**Business or Sector** Information and communication | **Website** [www.konvergence.it/en](http://www.konvergence.it/en)

01/12/2007 – 31/08/2022 Bologna, Italy

**SOCIAL MEDIA & DIGITAL MARKETING MANAGER KONVERGENCE SRL**

Market and business competition analysis  
Design and development of website, landing pages, blog articles.  
Campaign management for organic research and brand awareness  
Sponsorship campaign for lead generation  
Data analysis and marketing automation for customer segmentation  
\*Tools: Google Ads, Business manager Meta, LinkedIn Campaign Manager, Google search console, Analytics and SEMrush.

01/05/2007 – 01/10/2007 Mahdia, Tunisia

**TOUR OPERATORS MANAGER ITINERA CONSULTING**

Quality checker, booking, extra amusement activities promotion and selling.  
Front office and customer care onsite.

01/12/2007 – 30/11/2013 Ravenna, Italy

**DIGITAL COMMUNICATION PROJECT MANAGER KONVERGENCE SRL**

Digital Communication project management.

In-store, outdoor, corporate multimedia content for advertising, information and interactive applications.

Main activities:

Sales support, Project details definition (hardware, software and network workflow), Installation and user training, Network setup, Content creation (images, video and interactive scripting, Content planning, Network monitoring, Customer care and incident support

## ● EDUCATION AND TRAINING

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CURRENT Bologna, Italy

**MASTER DEGREE IN DIGITAL HUMANITIES AND DIGITAL KNOWLEDGE** University of Bologna

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**Address** Zamboni street, number 33, 40126, Bologna, Italy |

**Website** <https://corsi.unibo.it/2cycle/DigitalHumanitiesKnowledge/index.html> |

**Field of study** Inter-disciplinary programmes and qualifications involving arts and humanities

01/02/2019 – 02/10/2019 Bologna, Italy

**MASTER PROGRAM IN SOCIAL MEDIA AND DIGITAL MARKETING** Europa Innovation Business School

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**Website** <https://europabs.eu/>

01/10/2010 – 18/03/2013 Ravenna, Italy

**MASTER DEGREE IN INTERNATIONAL COOPERATION AND HUMAN RIGHTS** University of Bologna

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**Address** Alfredo Baccarini street, number 27, 48121, Ravenna, Italy |

**Website** <https://corsi.unibo.it/magistrale/CooperazioneInternazionaleBeniEtnoculturali>

10/01/2006 – 03/07/2006 Montréal, Canada

**CERTIFICATE IN COMPUTER ANIMATION** Concordia University

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**Website** <https://www.concordia.ca/> | **Field of study** Generic programmes and qualifications

**ERASMUS PROGRAM IN SPAIN** Universidade de Vigo

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**Website** <https://www.uvigo.gal/es>

01/09/2000 – 26/10/2005 Campobasso, Italy

**DEGREE IN COMMUNICATION SCIENCE** University of Molise

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**Address** Francesco De Sanctis Street, number 1, 86100, Campobasso, Italy |

**Website** <https://www2.dipsienzeumanistiche.unimol.it/scienze-della-comunicazione/>

## ● LANGUAGE SKILLS

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Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C2	C1	C1	B2
<b>SPANISH</b>	C1	C1	C1	C1	B2
<b>FRENCH</b>	B1	B2	B1	B1	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● **DIGITAL SKILLS**

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Pacchetto Adobe (Photoshop, Illustrator, Dimension, After Effect, Premiere, XD) | Figma & Adobe XD | Social Media | Facebook | LinkedIn | Organizational and planning skills | Team-work oriented | Good listener and communicator | Strategic Planning | Critical thinking | Decision-making | Written and Verbal skills | Creativity

## ● **ADDITIONAL INFORMATION**

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### **PROJECTS**

**MY PORTFOLIO** I've collected my most recent projects in a website.

**Link** <https://lelax.github.io/PortOfMarida/>