



Marida Di Lembo

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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 – 23/02/2024 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

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.

01/12/2007 – 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

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

TOUR OPERATOR REPRESENTATIVE ITINERA CONSULTING

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

● **EDUCATION AND TRAINING**

CURRENT Bologna, Italy

MASTER DEGREE IN DIGITAL HUMANITIES AND DIGITAL KNOWLEDGE University of Bologna

- Computational and Design Thinking
- Knowledge extraction and representation, information visualization
- Information Modelling and web technologies
- Data science and data exploration
- Interaction media design
- Usability and user interface
- Digital and Copyrights law
- Creativity and innovation

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

Website <https://europabs.eu/>

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

MASTER DEGREE IN INTERNATIONAL COOPERATION AND HUMAN RIGHTS University of Bologna

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

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

ERASMUS PROGRAM IN SPAIN Universidade de Vigo

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

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

DEGREE IN COMMUNICATION SCIENCE University of Molise

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

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

● **LANGUAGE SKILLS**

Mother tongue(s): **ITALIAN**






Other language(s):

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

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

DIGITAL SKILLS

Digital Skills - Test Results

 Information and data literacy	ADVANCED	Level 6 / 6
 Communication and collaboration	INTERMEDIATE	Level 4 / 6
 Digital content creation	ADVANCED	Level 5 / 6
 Safety	ADVANCED	Level 5 / 6
 Problem solving	ADVANCED	Level 6 / 6

Results from [self-assessment](#) based on [The Digital Competence Framework 2.1](#)

My Digital Skills

Microsoft Office | Social Media | Facebook | LinkedIn | Critical thinking | Decision-making | Figma & Adobe XD | Pacchetto Adobe (Photoshop, Illustrator, Dimension, After Effect, Premiere, XD) | Python | SQL | Linked Data (RDF, SPARQL, Triple Stores) | Knowledge Graph and SPARQL | Prototyping and mockup tools: Invision, Zeplin, Figma, Balsamiq | Certified, Basics of Digital Marketing by Google learning | Github | Marketing Automation

ADDITIONAL INFORMATION

PROJECTS

MY PORTFOLIO I've collected a short selection of sample projects in a website.

It is a continuous Work in Progress

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

PRIVACY

Personal Data

I hereby authorize the use of my personal data in accordance to the GDPR 679/16 - "European regulation on the protection of personal data".