Marida Di Lembo

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

Email address: dilembomarida@gmail.com | **Website:** https://lelax.github.io/PortOfMarida/ |

LinkedIn: https://www.linkedin.com/in/maridadilembo/ | **Address:** Bologna, Italy (Home)

ABOUT ME

I define myself as a digital humanist, passionate about technology and sociology. I always look for new challenges to bring additional value to the team I am working with.

I have a Humanity-Centered-Design approach: sustainability, accessibility and inclusion are the three main concepts I always keep in mind to drive my decisions.

From the business perspective I am analytical, resilient and flexible, I believe it's important to adapt the strategies to the continuous changes of the digital and social environment.

Continuous learning, test and learn, organisation and methodology, data-driven, active social listening are the basic techniques I apply in order to guarantee quality results.

WORK EXPERIENCE

29/04/2024 – CURRENT Bologna, Italy
WEBMASTER SEARCH ON MEDIA GROUP

- Define the web development and integration with third parties applications
- Coordinate the implementation of content
- QA and UX design

04/09/2023 – 23/02/2024 Bologna, Italy
MARKETING MANAGER D.IT - DISTRIBUZIONE ITALIANA

Leading the marketing activities of the central branch: a Grocery Retail chain of almost 1000 stores.
  • Team management
  • Brand positioning and Marketing strategies.
  • Media Planning and budgeting.
  • Sell-in and Sell-out data analysis.
  • CRM and Campaign Management on digital and in-store touchpoints.
  • PR and event planning.
*Tools: Google Looker, Analytics, Wordpress, Brevo, Partoo, Meta Business Suite.

Business or Sector Wholesale and retail trade; repair of motor vehicles and motorcycles

01/09/2013 – 03/09/2023 Bologna, Italy
UX DESIGNER KONVERGENCE SRL

I proactively worked in the R&D team for the design, monitoring and assessment of four different software platforms.
  • Buyer Personas analysis, UX research and testing
  • Business requirements and system constrains analysis
  • Wireframing, prototyping and evaluation testing
  • Design Systems, UI kit and documentation
*Tools: Figma, Balsamiq, Adobe XD, InVision, Sketch, Youtrack
**Agile Methodology

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

I was driving the digital marketing and communication activities for the Konvergence brand positioning in the B2B market.
  • Digital Signage Project Management;
  • 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: SalesForce, Mailchimp, Mailup, Magnews, GetResponse, Scala, Joomla, Magento, Wordpress, Google Ads, Meta Business manager, LinkedIn Campaign Manager, Google search console, Analytics and SEMrush.

01/12/2007 – 30/11/2023 Ravenna, Italy
DIGITAL COMMUNICATION PROJECT MANAGER KONVERGENCE SRL

I was leading the client's digital signage networks for information promotion and advertising purposes.
- In-store, outdoor, corporate multimedia content for advertising, information and interactive applications.
- 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

*Tools: Scala platform, Quividi Audience Measurement, Adobe Photoshop, Illustrator, InDesign, Premiere, AfterEffect, Team Viewer

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

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/

10/01/2007 – 10/10/2007 Campobasso, Italy
HOSPITALITY AND TOURISM MANAGEMENT Trend Education Center

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

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/

DIGITAL SKILLS

Digital Skills - Test Results

🗄 Information and data literacy	**ADVANCED**	Level 5 / 6
🖧 Communication and collaboration	**ADVANCED**	Level 6 / 6
◎ Digital content creation	**ADVANCED**	Level 6 / 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

AGILE principles │ Salesforce CDP │ Email marketing │ Figma & Adobe XD │ Pacchetto Adobe (Photoshop, Illustrator, Dimension, After Effect, Premiere, XD) │ Marketing Automation │ SCALA │ Media Planning │ Social Media │ Facebook │ LinkedIn │ Critical thinking │ Decision-making │ 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 │ Microsoft Office │ Digital Signage

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".