



Marida Di Lembo

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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

04/09/2023 – 23/02/2024 Bologna, Italy

MARKETING MANAGER D.IT - DISTRIBUZIONE ITALIANA

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

*Tools: Google Looker, Wordpress, Brevo, Partoo, Meta Business Suite, Nielsen and Circana Data

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

*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

- 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, Joomla, Magento, Wordpress, Google Ads, Meta Business manager, 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.
- 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.dipsienzeumanistiche.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

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".