



MONIA D'OCA

DIGITAL MARKETING MANGER

CONTACTS

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SKILLS

Strong **user experience and analytical approach** aimed to propose data driven solutions

Able to **communicate effectively** with stakeholders of all levels of seniority

Able to **manage complex projects** in a fast-paced environment

LANGUAGES

ENGLISH: C1 - Advanced
FRENCH: B1 - Intermediate

CERTIFICATION

UX MANAGEMENT: STRATEGY AND TACTICS

The Interaction Design Foundation
Dec 2019

EDUCATION

ADVERTISING & GRAPHIC DESIGN

Bachelor's degree

IAAD | Istituto Arte Applicata e Design
2004-2006

BUSINESS STUDIES AND FOREIGN LANGUAGES

High school leaving
Oscar Romero - Rivoli
1991-1996

SUMMARY

I am a skilled digital marketing manager with more than 10 years experience on marketing and communication.
In the last 5 years growth on largely content-focused teams mainly on an international digital marketing project across EMEA.
I am currently leading 3 teams (User Experience, Brand Accounts and International Coordination) working on business development with a special focus on CRO and strategic data driven approach activities to evolve digital experience.

PROFESSIONAL PATH

DIGITAL MANAGER

Accenture Italia | Turin, Italy | 02.2015 - present

- Coordinated **digital activities with a special focus on user experience, lead generation and conversion rate optimization.**
- Successfully defined a **strategic approach** to better position the team with the client > 2 additional contracts sold thanks to the new approach.

FREELANCE - DIGITAL DESIGN SPECIALIST

Various Company | 09.2011- 01.2015

- Supported clients on digital initiatives on **website optimization, email marketing campaign, content editing.**
- Managed graphic projects form website to packaging design and **act as point of contacts for all the stakeholders** (pharmaceutical company).

SOCIAL MEDIA MARKETING MANAGER

Société Malgache de Management Hotelier SA | Nosy Be, Madagascar |
04.2013 - 01.2014

- Planned marketing and social media strategy** on FB to increase brand reputation, community management included.

DESIGNER AND COMMUNICATION SPECIALIST

Canadian Dance Assembly | Toronto, Canada | 08.2012 - 12.2012

- Supported **design and communication project** for the National Conference

GRAPHIC DESIGNER

Mistral S.p.A. (brand Brookfield) | Moncalieri, Torino | 10.2003 - 11.2011

- Handled **graphic concept and layout implementation** of catalogs, brochures, lookbooks, invitations, website.
- supported photo shooting and events organization.