



Chiara Maria Dabusti

Place and Date of birth

Lodi, 09.12.86

Address

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twitter

@marydeadcake

tumblr

strawberrynoise.tumblr.com

Tags

project management

e-commerce

digital marketing

web strategy

fashion

SEO & SEM

Experience

Since June 2015

E-commerce Project Manager
@Yoox Net-a-porter Group, Bologna

Main activities

Project Management in an Agile workflow
Key coordinator between partners and internal stakeholders

Main projects

Karl Lagerfeld *Launch of new e-commerce website*
Alexander Wang *Maintenance of integrated website*
Maison Margiela *Maintenance of e-commerce website*
Y-3 *Restyling of e-commerce website*

December 2014 - June 2015

Project Manager & Web Marketing Specialist
@Life, Longari & Loman, Bologna

Main activities

Digital Marketing: Strategy and Planning
Web Analytics, SEO & SEM Strategy



Main projects

Mirabilandia Amusement Park - Accounting of online and offline projects
Caffitaly Coffee System - Web consulting
Nathura Health Care - Web consulting, Campaign management
Olitalia Food - Accounting of online and offline projects

Since March 2014

Web Marketing Specialist
@BE HUMAN Web Agency, Bologna

Main activities

Digital Marketing, Client Relationship Management, Backlog Management, Web Analytics, SEO & SEM Strategy

Main projects

STIMM.com Fashion E-commerce - Strategic Consulting, Online Marketing (SEO, SEM, Email Marketing, Social Media), Customer Experience Analysis
Collection Privée Luxury Brand - SEO, E-commerce Consulting
SentireAscoltare Entertainment Website - SEO & Web Marketing, Webmastering

September 2011 - March 2014

Project Manager & Web Marketing Specialist
@TREETWEB - TRUE COMPANY Network, Milan

Main activities

Digital Marketing Strategy and Planning, Client and Team Management, Site/Store Management

Main projects

Guess Europe Fashion - Tiësto Capsule Collection online strategy, online adv
Martino Midali Fashion - Corporate website, online store
diego dalla palma Beauty - Web marketing
Marcolin Eyewear Fashion - B2B email marketing
Campari Food - Cynar/Aperol/Camparisoda online adv



October 2010 - September 2011

Main projects

Digital Art Director

@TREETWEB - TRUE COMPANY Network, Milan

Sony Europe, Campari, diego dalla palma, JMAC Europe

January 2010 - July 2010

Art Director

@PromoPubbliPress, Lodi

November 2008 - December 2009

Art Director Junior

@JDT, Milan

Education and training

May 9, 2013

Masterclass with David Meerman Scott

The new rules of Marketing and PR

@IlSole24Ore, Milan

December 5, 2012

Creating Superior Customer Experiences Training

@Econsultancy, London

Sept, 2005 - Jul, 2008

Bachelor of Arts in Communication Design

@Politecnico di Milano

Main subject

Visual communication, Typography, Brand identity,
UX and UI, Marketing, Economics, Computer graphics

Personal skills

Mother tongue

Italian

Other languages

English: fluent; French: basic; German: basic.

I obtained my TOEFL Certificate in March 2007.



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| Social skills | My nature demands me to interact with people, I am friendly and I can relate with different attitudes with ease. |
| Organisational skills | When working in group I am able to define goals, deadlines and duties. 'Problem solver' is my middle name. |
| Computer skills | Windows/MAC OS. Software: Microsoft Office, Adobe Photoshop, Illustrator, Flash, InDesign, Magento, MailUp, Basecamp. Google Analytics, Adwords, Webmaster Tools. HTML5, CSS3. Elements of PHP, Javascript. |
| Technical skills | Digital Marketing Strategy, Project Planning, E-commerce Consulting, Team Management (gantt, backlog), Data Analysis, SEO & SEM campaigns. |
| Artistic skills | Drawing is a way of expressing myself. I also like reading and writing. |
| Hobbies | Art & design, fashion, vintage, vynils and cds, karate. |
| Driving licence | I have got a driving licence and a car of my own. |