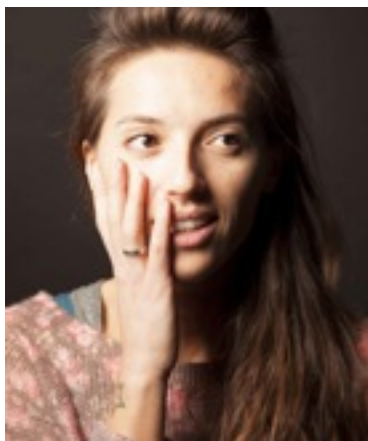


Francesca Natali



07/01/1981 - Bg, ITALY – Via F. Nullo 35 – +39 3491404622 francesca.natali@outlook.it

COMMUNICATION CONSULTANT

CAREER SUMMARY

Experienced Marketing Consultant demonstrable through the achievement of important objectives in the professional planning and implementation of communication/marketing activities in both b2b and b2c markets (automotive, fashion, design, arts).

Proficiencies and Specialties

Online & Offline Communication Management | Business Analysis | Budgeting
Consumer Behavior | Market Research | New Ideas | Market Segmentation
Global Marketing | Marketing Strategy | Visual Communication | Photography | Art Direction |
Product Marketing
Advertising | Networking | Team Leadership

Core Competencies

Creativity
Team Leadership
Planning & Organizational skills
Results-driven approach
Project management skills
Multi-tasking

WORK EXPERIENCE

Marketing & Communication Consultant (freelance)

2015- in progress

- Management of all mktg & communication activities and projects for clients in all sectors (fashion, design, architectural, arts)

Portraits & Architectural Photographer (freelance)

2015- in progress

Architectural Company
Group Marketing Manager

2008 – 2015

Highlights Contributions

- **Development of the annual Marketing Plan and execution of the online & offline marketing strategy**
- Management of Shootings and relations with advertising and media agencies
- Creation and management of Events
- Tracking and measurement of the success of all initiatives (events and online ads)
- Management of pr and press office (national and international newspapers and magazines)
- Definition of the products' commercial launch plan
- Definition of the mktg budget (events, catalogues, video, shootings, web sites, sem, seo, new products)
- Responsibility and coordination of the CRM & Loyalty program
- Editing product and corporate contents for websites and for distributors
- Editing ads and commercial banners for sites
- Analysis of competitive products
- Identification of strengths and weaknesses of products
- Product performance analysis
- Monitoring competitors' product actions, promotions and pricing

Fashion Company
Art Director Brand Fila

2006 – 2008

Highlights Contributions

- R&D of new materials and products
- Management of Shootings for the Beachwear Catalogue in Morocco
- Definition and creation of P.O.P. for distributors
- Definition of packs
- Management of relations with advertising and media agencies

EDUCATION

Università degli Studi (MI, Italy) - Scienze Politiche - Italian “laurea Magistrale” in **Political & Social Communication** 2005 – 2007 SCORE: 110 cum laude

Università degli Studi (BG, Italy) - Lingue e Letterature Straniere - Italian “laurea Triennale” in **Business Marketing** 2001 – 2004 SCORE: 108/110

BUSINESS SCHOOL IL SOLE24ORE, **Executive Master in Arts Management (RM, Italy) + (AUE, Dubai)**

IED, Istituto Europeo di Design **Master in Photography & Visual Communication (MI, Italy)**

Languages (advanced level: English and French)

Strong computer skills – Photoshop, Camera Raw, Dreamweaver, Excel, Word, PowerPoint.