

SILVIA FRANCESE

DIGITAL STRATEGIST



16, rue de l'Annexion

74000 Annecy

Phone: +33 6 68 93 11 81

silvia.francese@outlook.com

KEY STRENGTH

Digital Project Management

Running several projects for e-commerce website responsive version, email marketing using the strategy "permission marketing" in order to qualify the contacts and to optimize the conversion rate

On line media campaigns (Adwords and social media), always trying to optimise the CPC

WORK EXPERIENCE

Mai 2015– present

Account Manager - Factor Lead – Plan Les Ouates (Geneva)

Volume of business: 4 mil/€ year

- Managed and executed complex projects in affiliation with partners for creation of website on white label.
- Campaigns on lead generation with publisher.
- Data analysis during and after campaigns for optimization traffic
- Search for rentable partnership with world renowned traffic monetization
- E-mail marketing: generation kit mail on html, translation and validation BAT for emailer

January 2014– present

Digital Strategist – Free Lance- Annecy (France)

Volume of business: 20K/€ year

- Development digital strategy from scratch for start up (business plan, development guide line, campaigns, community management to increase popularity
- Development blog for websites for content marketing (SEO, native marketing)
- Creation e-reputation for CEO by LinkedIn

December 2005 – Avril 2015

Marketing Analyst – IntesaSanpaolo Bank- Turin (Italy)

Volume of business: 100 mio/€ years

- Development digital strategy to propose loan real estate by website and creation of a digital customer journey for every step.
- Market Analysis for loan and insurance products (Italy and European countries)

January 2004 – December 2005

Family Banker – Unicredit Xelion Bank- Turin (Italy)

Volume of business : 50 mil/€ years

Solution and Goal oriented: I take full responsibility of my projects.

January 1996- December 2003

Insurance Consultant – Allianz Group – Turin (Italy)

Volume of business: 5 mil/years

“Our jobs as marketers are to understand how the customer wants to buy and help them do so.” – Bryan Eisenberg

EDUCATION

- Economy University of Turin – Master of Science –Economics and Business (2002)
- Coursera Verified Certificate – Developing Innovatives Ideas for new companies (2013)
- Coursera Verified Certificate – Innovation for Entrepreneurs: from Idea to Marketplace (2014)
- Orange Verified Certificates – Becaming Community Manager (2015)
- Openclassroom: How to code in HTML 5 and CSS (2016)