

# ALICE SEBASTIANI

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Rome



## SUMMARY

► Manager with 10 years in Development and Project Management - with focus on:

- > Retail Management
- > Building Market Leadership
- > Product Promotion
- > Project Management
- > Key Account Management
- > KPI analysis

► Digital Marketing Executive Master @LUISS Business School

► Master Of Trade Management @Università di Parma

► Flexible professional who enjoys learning new skills and quickly adapts to organizational changes

► Active listener with strong interpersonal skills. Goal-oriented, intuitive, reliable, with a strong work ethic

► Sense of organization, problem solving attitude and team spirit are among my core strengths

## EDUCATION

### Master of Digital Strategist & Social Media Communication (Executive)

**LUISS Business School**

10/2016 - 07/2017

- Concentration in: Web Strategist, Social Media , Web Analytics

### Executive Course

**Eidos Communication**

10/2010 - 11/2010

- Concentration in: Strategy of Public Communication, Marketing, Project Management

### Master Of Retail Management

**Università di Parma**

10/2007 - 10/2008

- Concentration in: Customer insight, Business Development, Trade Marketing & Sales

## EXPERIENCE

### Business Development Manager

**Pegaso Solution- ITC**

01/2016 - 12/2017 Turin

My main goal was to accelerate the growth of the company developing marketing strategies.

- Driving superior client satisfaction, retention and growth
- Working closely with sales and internal operations teams on dealer needs, as well as to help evolve our processes and systems
- Managing daily delivery of campaigns
- Developing behavior-based journey mapping and developing the appropriate customer experience, engagement points, user interface and strategic framework of the sites.

### Franchisee Development Manager

**HIT GROUP SPA - HG IBERICA**

12/2013 - 12/2015 Turin-Rome

My goals were to oversees and to have the responsibility for all the activities in the franchise organization.

- Opening and StartUp of 82 direct stores / franchising stores throughout Italy / abroad (Spain / Morocco)
- Promotion Product in new market
- Development of courses for affiliates / staff (sales training, customer management, use of social tools)
- Managing team (from 3 to 8 people)
- Development of social communication, ecommerce, fidelity program
- Monitoring KPI, data statistics
- Monitoring Sale's Store

## EDUCATION

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### Degree of Economics

University of Nancy

📅 2008

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### Bachelor of Political Science

Federico II Napoli

📅 09/2002 - 07/2007

- Thesis in International Law: "The Communication Between Different Legal Systems"
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## LANGUAGES

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### Italian

Native



### English

Advanced



### Spanish

Proficient



## CERTIFICATION

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### Google Analytics Individual Qualification

Google - 05/2017

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### Google AdWords Individual Qualification

Google - 03/2017

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### Project Management - PMI - 04/2014

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### Hootsuite - 05/2017

Which institution issued the certificate and when?

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## EXPERIENCE

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### Key Account Manager

Sosushi Italia (YouCanGroup)

📅 01/2010 - 10/2013 📍 Bologna

My goals were to lead initiatives of strategic planning, marketing and sales, to generate leads, to manage Affiliate and Partner Relationships and to close deals.

- Closing franchising contract (12)
  - Development of knowledge of business processes and procedures (rule, policy, asset)
  - Evaluation of employee performances
  - Approval of new hires and training of new employees
  - Events Planning
  - Management of relationship with affiliates
  - Store sales analysis
  - Review of franchise performance data
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### Sales Marketing Manager

Gruppo Food

📅 05/2008 - 10/2009 📍 Parma

My goals were to manage activities that support revenues

- Forecasting sales
  - Management of 4 Sales Account
  - Development of new projects (press, events and digital marketing )
  - Setting marketing plan
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## PASSION

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**Trekking, theatre, pilates, books, travels, shopping, photo**

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## MY SKILLS

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### Technical

Microsoft Office, AS400, Photoshop, WordPress, Mailchip, Magenta, Oracle, Sales Force

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### Soft

Flexibility, Proactivity, Problem Solving, Efficiency and Efficacy Performance-oriented, Detail-oriented

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