

Sara Pizzetti

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Professional Profile

Creative and dynamic Communication Design graduate with consolidated expertise in user experience design, data visualisation and iterative design gained through a strong digital marketing and branding background. Demonstrates a strong skill set encompassing the analysis and research of user behaviour to support the execution of campaigns for start up businesses on a remote and employed basis. Adaptable and enthusiastic with proven success in identifying and delivering on client objectives ensuring budgets, timescales and client specifications are consistently met. Adapts quickly, is highly motivated and flexible with exceptional user experience, technical, creative, and organisational skills.

The background in user experience design shapes the approach: a designer of better ways of doing things, not for the benefit of the process itself, but because the users of the system matter.

Areas of Expertise:

- Project Management
- Digital Marketing Strategy
- Event Planning
- Problem Solving
- User Experience Design
- Visual Communication

Career History

PROJECT MANAGER (remote)

STRATEGIC RESULTS MARKETING: NOV 2020 – PRESENT

Key Accountabilities and Achievements

- Understanding and directing activities across multiple projects, managing the teams.
- Identifying milestones and crafting task lists and templates to support the expected deliverables.
- Overseeing the customer support desk to manage a positive customer experience.
- Develop, implement, manage, and evaluate a variety of client projects and campaigns, ensuring projects are completed on time.

FREELANCE CAREER: DIGITAL MARKETING & PROJECT MANAGEMENT

SARA PIZZETTI: SEP 2015 – PRESENT

Key Accountabilities and Achievements

- Freelancer, mainly on a remote working basis, with responsibility for developing and introducing strategic marketing campaigns and social networking activities.
- Analyze clients' needs and expectations regarding projects that need managing, from website designing to internal processes among the different teams.
- Variety of client and collaborations, among which: Odd Dimension, MaryPat Kavanagh, Fedda Horse Clothing, Feel your Look (ecommerce), Ten Shin Kan Karate, Itala, Togni Serramenti (this list includes projects that I'm not managing anymore).

DIGITAL MARKETING EXECUTIVE (remote)

FUUDLY: OCT 2015 – APR 2021

Key Accountabilities and Achievements

- Management of the brand's social media profiles (Facebook, Twitter, Instagram, Pinterest, and Fuudly) and support to the activities on the platform. This including live posting during offline events organized in collaboration with brands or during specialized fairs.
- Accountable for overseeing and coordinating digital marketing functions for this food network including user support, user experience, social networking, and troubleshooting throughout the full lifecycle of events, contests and activities.
- Oversee and manage digital marketing activities with a focus on increasing the community size and promoting the brand.
- Managing projects with brands including strategy, promotion, organizing events, and follow up with clients as part of the core team.
- Currently collaborating with the company for specific projects when necessary.

SERVICE DESK ANALYST (Galway)

SITEMINDER: OCT 2019 – NOV 2020

Key Accountabilities and Achievements

- Provide technical support for all SiteMinder labelled products (hospitality software) and services to internal and external customers, with a primary focus on customers across Italian and English-speaking (EMEA, AMER and APAC in order).
- Develop strong customer relationships by providing exceptional technical support alongside high levels of customer service utilising phone (both inbound and outbound calls) and ticketing system.
- Identify each customer's support and configuration requirements, set the customer expectation and resolve the customer's issue, delivering against the customer's expectations and key performance indicators.
- Global Support Excellence certificate "in recognition of outstanding Voice of Customer results" for December 2019, January and March 2020. Above expectations on the customer satisfaction KPIs, consistently hitting targets on all KPIs.

BRANDING AND WEB DESIGNER

ARTLEVA: 2017; 2018

Key Accountabilities and Achievements

- Tasked with the strategic rebranding of the Bergamo (IT) brand which encompassed creating a brand new website to enhance user experience, maximise customer engagement and raise the brand profile.
- The project was updated in 2019 following a change in the legal structure that paused the strategy for 1 year, but the new clients expanded their requests and the traffic on the website improved of the 98% despite the year of pause.

CROWDFUNDING CAMPAIGN MANAGER (contract – remote)

BALADIN: MAY 2016 – NOV 2016

Key Accountabilities and Achievements

- Played a key role in planning, developing and executing an Indiegogo campaign with accountability for designing the websites landing and campaign pages whilst also contributing to decision making processes.
- Regularly reviewed and managed the campaign newsletter whilst additionally providing comprehensive user support.
- Successfully executed and delivered the crowd funding campaign resulting in it being recognised as the 2nd most funded campaign within the theme and in the top 10 of all campaigns across all categories in Italy.

Early Career Summary

SOCIAL MEDIA MANAGER (CONTRACT) | D-NAMIC CROWDFUNDING: OCT 2015 – MAR 2016

DIGITAL MARKETING & SOCIAL NETWORK MANAGER (INTERNSHIP) | OFFICINADANOVA: SEP 2015 – DEC 2015

Academic Credentials

Masters in Communication Design (110 / 110 Cum Lauda)

Politecnico di Milano, Italy: 2012 – 2017

Thesis Topic: Exploration on the possibilities of games as a path for designing solutions for social problems — in collaboration with the Psychology Department at Bicocca University and Imagis Lab. Focus on User Experience and Data Visualisation.

Core Modules: Data Visualisation | User Experience | Game Design

ERASMUS – 6 month focused on typography and wayfinding

Plymouth University, UK: 2012

Bachelors in Communication Design

Politecnico di Milano, Italy: 2009 – 2012

Core Modules: Editorial Design | Branding | Video Design | Graphic Design | Event Organisation

2021 - Currently working towards a CAPM certificate – Certified Associate in Project Management

Languages

Italian (Native) | English (Fluent) | French (Conversational)