

Project Manager in Digital Marketing

7 years of international experience
in digital marketing and project management

Sara Pizzetti

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Skills

- ◆ Strategic project planning
- ◆ Complex problem solving
- ◆ Brand identity design
- ◆ Reporting and documentation
- ◆ Knowledge base management
- ◆ Team building and leadership
- ◆ Continuous process improvement
- ◆ User experience design

Languages

Italian (native)
English (C1)
French (B1)

Education

Master in communication design

(110/110 Cum Laude) – EQF7
Politecnico di Milano, Italy

Bachelors in communication design – EQF6

Politecnico di Milano, Italy

Certification

CAPM (Certified Associate in Project Management)

Interests

- Literature and discussion
- Tourism and traditions
- Local volunteering

Professional Experience

Digital Marketing & Project Manager

2015 – 2023 (7 years 7 months) - Freelance
Remote, Italy and Ireland

- Facilitate brand positioning and awareness by initiating and developing strategic marketing campaigns.
- Enrich customer experience by assessing and fulfilling clients' needs.
- Craft detailed weekly and monthly reports to measure and track performance of digital marketing campaigns against ROI and KPIs.

Project Manager & Marketing Support

2020 – 2022 (1 year 10 months) - Strategic Results
Marketing
Remote, Ireland

- Contributed to timely completion of projects by managing, assessing, and implementing client projects and campaigns of the agency. (10 clients/year)
- Uncovered and presented strategic solutions by coordinating with 4 international teams of freelancers.
- Boosted teams' productivity by improving the written knowledge base of the company and developing wide range of processes.

Digital Marketing Executive

2015 – 2021 (5 years 7 months) - Fuudly
Remote, Italy

- Development and management of the Fuudly community (Italian social media)
- Identification of iterative growth opportunities.
- Steered digital marketing functions including user support, user experience, social networking, and troubleshooting throughout the full lifecycle of events, contests, and activities for food network.
- Facilitated collaboration with brands (5/year) and developed high-quality UGC both for the brand and partners by introducing contest format.

Additional experience

2019 – 2020 (1 year) - Service Desk Analyst for English and Italian speaking market
Siteminder, Galway (Ireland)

Technical assistance via telephone and tickets for the SiteMinder softwares, built for hoteliers.