

JR PUBLISHER MANAGER

Summary

Media Buying and Optimization Since September 2011 I've started to work at advertising companies. At the beginning of my experience, I did telemarketing activities that allowed me to promote and sell business' projects to potential and faithful customers. I began the major work experience at a multinational corporation (in Milan). This gave me several concepts and procedures to plan client's digital advertising campaigns. Customers I worked with were: Calvin Klein, 20th Century Fox, Luxottica, Paypal, Indesit, Panasonic, Pernod Ricard, Burberry, Fastweb, Allianz. I worked as Digital Manager's assistant. In January 2014 I started to work at an Affiliation Marketing Agency. I scheduled email marketing campaigns relating to several industries: finance, insurance, telco, travel, date, general products and services. I was in charge of the following campaigns: Edenred, Poinx, Utet, Compara Meglio, Photobox, etc. I'm cheerful and determined person. Also I'm inquiring person and I like knowing the news. I'm able to manage my work in orderly and precise way; I'm able to work in stressed situations and I respect fixed deadlines. Career Objectives

Highlights

- Driving license: B
- Key skills:
- Telemarketing
- Web Marketing (Display advertising, DEM)
- Knowledge of Microsoft and Office applications
- Good knowledge about these advertising software: NetBox, AdRelevance, Nielsen Audiweb, Amnet platform
- Good familiarity with devices (mobile, tablet)
- Competitive analysis
- Strategies and performance analysis

Experience

JR Publisher Manager Jan 2014 to Mar 2014

Company Name

- Company Website: <http://www.clickpoint.com/it/> Clickpoint is a Digital Marketing Company that supports clients in getting the most from their online campaigns in terms of Return on Investment.
- Key responsibilities: Planning Direct Email Marketing campaigns Managing relationships with publishers in order to: define online campaigns pipelines; give suggestions about the best campaigns suitable for the reference database; define remuneration models Managing DEM campaigns on targeted databases (on behalf on advertisers) Monitoring and controlling DEM's previews: sending the kit with details campaign; reception previews; customer approvals Marketing analysis about clients' performances Campaigns' optimization.

JR Digital Media Planner Nov 2011 to Nov 2013

Company Name

- Company Website: <http://www.aegismedia.com/> Aegis Media is a multinational media agency that helps clients build consumer relationships by communicating their products and brands effectively.
- Its services include communications strategy through digital creative execution, media planning and buying, mobile applications, SEO, brand tracking and marketing analytics.
- Key responsibilities: Planning advertising campaigns on desktop and devices (mobile and tablet) Setting and data-mining of competition data (target/product) Drafting proposals to plan the advertising spaces and budget allocation Elaboration of media plans Purchasing and booking adv spaces with relative documentation Processing sheets of materials' technical specification for creative agencies Verifying the adv banner accuracy Constant check on campaigns in progress Sending planned format screenshots to the customers in order to certify the online Arranging a final report and a Post Evaluation (learnings and builds for future campaigns) Setting and proposing strategies for pre-campaign phases Analysis and optimization of internal processes or client.

Business developer Oct 2011 to Nov 2011

- ART STUDIO 3 s.n.c.
- Milan (ITALY) Company Website: <http://www.artstudiotre.it/> Art Studio 3 is an Integrated Marketing Communication Agency.
- It offer several services: creation/restyling of corporate image or product concept; artwork and copywriting; graphic design of logos and brands; creations of advertising pages, brochures, catalogues, in-store elements, etc.; photographic services; public relations; studies of packaging and merchandising; video productions and graphic animations; production of tv, radio and multimedia commercial contents; conception and preparation of stands and show-rooms; design of fashion collections.
- Key responsibilities: Acquisition of potential clients through the promotion of new creative projects Telemarketing activities to keeping the faithful customers Preparing and sending presentations to the clients Customers portfolio management.

assistant of bank clerks Jun 2006 to Jul 2006

Company Name

- Banca Popolare di Milano).
- Company Website: <http://www.bpm.it/it-com.html> Key responsibilities:
- Assistance to the heads of financial transactions (buying and selling government securities, bonds, mutual funds, etc.).
- Acquisition of knowledge about the roles and working dynamics within the financial department.

Education

Master , Digital & Social Media Marketing May 2014 underway Digital-Coach Institute Digital & Social Media Marketing

Diploma , Accounting, Commercial and Coder June 2007 Accounting, Commercial and Coder

ECDL European Computer Driving Licence Certificate June 2007

Istituto Tecnico Commerciale G. Maggolini - Milan (ITALY) Occupational skills covered: Economics, Mathematics, Computer Science

Qualifications December 2013 Waystage 3 Certificate - English Language June 2007

Degree , Advertising and Public Relations July 2011 Advertising and Public Relations

DIGITAL: SEO, SEM & Display Advertising, Web Analytics; E-Commerce, Mobile & Social Commerce, Email Marketing, Facebook Marketing; Inbound Marketing & Lead Generation, Online & Offline Strategies integration

Languages

Italian Languages: Italian (mother tongue) English (intermediate) Spanish (moderate)

Interests

Gym, Skiing, Travel, Dance

Personal Information

Skype: ale.deiulli Date of Birth: 2 August 1988

Additional Information

- Skype: ale.deiulli Date of Birth: 2 August 1988
- Personal Interests Interests: Gym, Skiing, Travel, Dance

Skills

Acquisitions, Advertising, advertising (copy, ART, art direction, Agency, bonds, Branding, brochures, budget, c, Driving license, com, Competitive analysis, concept, copywriting, corporate communications, client, clients, data-mining, databases, database, documentation, Drafting, Driving, E-Commerce, Economics, Email, English, fashion, fast, financial, funds, government, graphic design, graphic, html, http, image, Italian, logos, Managing, Marketing analysis, market research, marketing, Marketing Communication, materials, Mathematics, media planning and buying, media plans, merchandising, Office applications, multimedia, optimization, packaging, performance analysis, presentations, PR, processes, progress, promotion, proposals, Public relations, Purchasing, radio, reception, Recruitment, selling, securities, Spanish, specification, speech, statistics, strategy, Telemarketing, tv, Video, Website, Web Marketing, written