

Veronica Grandi

BRAND, MARKETING & COMMUNICATION

PROFESSIONAL PROFILE

I have been working in Marketing for more than 15 year with a very strong specialization in Digital and Strategic Marketing.

I have worked mostly in France, Italy and the UK and in different industries: going from distribution to franchising, from the fashion industry to sport business, in B2B and B2C events and for the biggest international tournaments.

I was extremely lucky to begin ma career in a successful Start Up, now leader in its industry: in a Start Up every person counts and every action can make the difference. This formed my pragmatic and dynamic way of working. I have then professionalized my skills in bigger and more structured companies. Today I can successfully manage big budgets but also smaller simultaneous projects where ROI is key of success.

I am an hard worker, pragmatic and dynamic business woman, I can switch from meeting with company stakeholders sharing high-level strategies to working hand in hand with the team to solve very practical and concrete issues.

EDUCATION

UNIVERSITA DEGLI STUDI DI TRENTO: Economics
UNIVERSITA LUIGI BOCCONI : Economics and Management

LICEO SCIENTIFICO NICCOLO MACHIAVELLI
AMERICAN GRADURATION @LEANDER HIGH SCHOOL

Scholarships : U-Texas; Erasmus, Leonardo

LANGUAGES

ITALIAN	●●●●●●
ENGLISH	●●●●●●
FRENCH	●●●●●●
SPANISH	●●●●●●

IT

OFFICE	●●●●●●
SALESFORCE	●●●●●●
PHOTOSHOP	●●●●●●
WORDPRESS	●●●●●●

MARKETING & COMMUNICATION

- Strategy and Brand Positioning
- Brand Equity and Legacy development
- Brand Content Strategy
- Multichannel Communication
- Sponsoring strategy
- Event Management
- Market research

MANAGEMENT

- Project Management
- Change & Team management (up to 40 people)
- Agency realtion
- Key accounts
- Commercial contracts and licenses
- Internal and external Stakeholder contact (COMEX and institutional professional)
- VIP public relations

DIGITAL

- Digital Strategy
- Communication plans
- Production projects (Sites, Apps)
- Social Media Strategy
- Online reputation and crisis management
- Online content
- CRM, Panels and loyalty programs

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PROFESSIONAL EXPERIENCES

FREELANCE CONSULTANT 2018 - Oggi Lyon, Treviso

Goal : Support and lead company directions in the definition of their brand positioning and Marketing or sale strategy.

ROLAND-GARROS 2014 - 2018 Paris

French Tennis Federation

Deputy Direction Marketing and Communication

Goal : Definition, protection and development of multiple brands' equity (FFT, RG, Paris Masters)

Head of Digital

Goal : Company digitalization and brands' digital strategy and roll out.

DyCO 2011 - 2015 Paris

Marketing and CRM Consulting

Owner

Goal : Marketing Direction for small/ medium companies

SALESFACTORY 2010 - 2011 Paris

Marketing agency

Digital Business Unit Director

Goal : Launch of the digital department in the agency, business development.

REPEAT MEDIA GROUP 2009 - 2010 Paris

Communication Agency

Digital Media Director

Goal : Online Advertising strategy

Toluna, HARRIS INTERACTIVE 2004 - 2009 Paris, London

Market Research

Media Buyer Coordinator

Goal: Planning, Recruitment and Retention of online Panels for Toluna and its clients


Senior Account Director

Goal : market research projects (from programming to delivery)

PROJECTS

- Collaboration with Balic WW for the ATP Finals in Torino competition
- Città della Speranza : Strategy
- Vento del Sud : sale development (France)

- New digital platforms 
- New stadium campaign
- Company digitalization
- Launch of an internal marketing agency for partners and broadcasters : + 2Mln €
- FFT digital strategy, new site and log-in space

- Partner Salesforce.com in France 
- Marketing, Digital and CRM for VP Auto, Truffaut ...
- 120-150k€ / year

- Key accounts management (Royal Canin, Mapeb, Autobacs, BOSCH)
- Consulting and trainings for marketing and sales Directors

- Digital clients development - key accounts (Kawasaki/ASO, QUICK, Agneau Presto, Salon de L'agriculture, Gallimard Jeunesse..) 
- CRM Phorte Pharma

- European sales team trainings (once a month)
- Team management and planning 24/7
- Commercial / production team coordination
- Launch of the first affiliate network program in the UK
- Online advertising World Wide