

ANNALISA CECCHINI

DIGITAL PROJECT MANAGER

JR FULL STACK WEB DEVELOPER

EX SALES - COUNTRY MANAGER ITALY

PMI-CAPM®, PSM™ I, MARKETING MASTER'S DEGREE

Bologna / Hybrid / Remote
(+39) 349-251.23.35
annalisacecchini.dev@gmail.com
annalisacecchini.com
github.com/AnnalisaCecchini
www.linkedin.com/in/annalisa-cecchini



What I love most: learning, sharing
What I'm good at: taking care of the Client, the Team, the Project
What I like in my job: both coordinate and be part of operations

EXPERIENCE

SENIOR DIGITAL PROJECT MANAGER

KETTYDO+ (BOLOGNA-MILAN, ITALY)

TODAY
SEP22
DIGITAL MARKETING - LOYALTY. Digital PM focused on planning and delivery within scope, time and cost constraints, for Content > UX > UI > Dev projects.

DIGITAL PROJECT MANAGER

DIENNEA SRL (FAENZA, ITALY)

SEP22
NOV21
DIGITAL MARKETING - EMAIL MARKETING - MARKETING AUTOMATION. Digital PM focused on deadline, scope, economic results and both team and customer satisfaction, for Digital Marketing projects.

BUSINESS SOLUTION MANAGER

MOXOFF SPA (MILAN, ITALY)

JUL21
APR21
ARTIFICIAL INTELLIGENCE - DATA SCIENCE. PM/Account, responsible for both the project and the relationship with the customer. Monitoring of the scope - time - budget, supporting people in a cross-functional team culture.

COUNTRY MANAGER ITALY

FUJIFILM IRVINE SCIENTIFIC EUROPE (ROME, ITALY)

AUG20
2018
6Y
IVF (IN VITRO FERTILIZATION) - LIFE SCIENCE. Country manager focused on strategies and daily activities giving direction to the sales force. Sharing knowledge and standardizing processes. Developing operational plans to achieve targets and monitoring performances.

TERRITORY MANAGER NORTHERN ITALY

FUJIFILM IRVINE SCIENTIFIC EUROPE (ROME, ITALY)

2018
2014
IVF (IN VITRO FERTILIZATION) - LIFE SCIENCE. Sole responsibility for 80 customers (public hospitals / private clinics). Creating trusting and open relationships with clients, supporting them about products and prices. Analysis of sell-out data and market shares.

KEY ACCOUNT MANAGER

RECKITT BENCKISER SPA (ROME, ITALY)

2013
2011
3Y
FMCG. Management of assortment, pricing, placement and promotion on international and national distributors. Sales forecast by sell-in/out analysis.

ASSISTANT BRAND MANAGER

RECKITT BENCKISER SPA (MILAN, ITALY)

2011
FMCG. Analysis of sell-out data, market shares, competitive analysis. Managing artworks, focusing on digital content and website.

ASSISTANT BRAND MANAGER

LACTALIS NESTLÉ LNPF (MILAN, ITALY)

2010
FMCG. Development and launch of new products. Monitoring performance and market shares.

EDUCATION

Practical Workshops

DEC21
FB ADS, GOOGLE ADS, EMAIL MARKETING

STUDIO SAMO LAB (BOLOGNA, ITALY)

Certification

OCT21
PMI-CAPM®
CERTIFIED ASSOCIATE IN PROJECT MANAGEMENT®

Certification

OCT21
PSM™ I
PROFESSIONAL SCRUM MASTER™

Professional Course

MAR21
SEP20
FULL STACK WEB DEVELOPER

BOOLEAN CAREERS

Master's Degree

2010
2008
MARKETING MANAGEMENT

LUIGI BOCCONI UNIVERSITY (MILAN, ITALY)

Exchange Programme

2009
MANAGEMENT

HEC UNIVERSITY (MONTRÉAL, CANADA)

Bachelor's Degree

2008
2005
MARKETING MANAGEMENT

CA' FOSCARI UNIVERSITY (VENICE, ITALY)

Erasmus Programme

2007
SALES & MANAGEMENT

IAE SAVOIE UNIVERSITY (ANNECY, FRANCE)

IT/DIGITAL



GOOGLE
WORKSPACE



EXCEL



POWER
POINT

DEV (Jr): HTML, CSS, JAVASCRIPT, BOOTSTRAP, SASS, PHP, LARAVEL, MYSQL, VUE.JS, WORDPRESS CMS | GRAPHICS: ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR, ADOBE INDESIGN, ADOBE XD, FIGMA | PM: ASANA, JIRA, CONFLUENCE, MIRO | DIGITAL MARKETING: SEO, UX/UI DESIGN, GOOGLE ADS, FACEBOOK ADS, EMAIL MARKETING (MAGNEWS, MAILCHIMP), MARKETING AUTOMATION.

LANGUAGES

ENGLISH ●●●●○
FRENCH ●●●●○
ITALIAN ●●●●●

HOBBIES

Urban skating, trekking and all outdoor activities. Photography and travel as backpacker all around the world.

I hereby give permission to use my personal data in accordance with the law.