



## MARTINA DANESI

During my education and professional journey, I always wanted to mix my marketing and economic knowledge with my passion for the fashion world.

Currently, I'm developing capacity in digital media and improving day-by-day skills in MarComm field.

### PERSONAL INFO

Date of Birth: 10/11/1989  
Residence: Florence  
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### LANGUAGE SKILLS

- ITALIAN: MOTHER LANGUAGE
- ENGLISH: FLUENT
- FRENCH: BASIC LEVEL

### ICT

- MICROSOFT OFFICE&MAC OS X
- FACEBOOK BUSINESS MANAGER PLATFORM
- GOOGLE ANALYTICS
- BUY-SIDE PLATFORM, AD-SERVER OF DISPLAY ADV
- SAP SYSTEM

## WORK EXPERIENCE

### MEDIA PLANNING SPECIALIST

Salvatore Ferragamo S.p.A, Florence  
December 2014 – Present

- Managing advertising materials to spread out on online&offline media channels: Print, Outdoor & Digital (Display, Paid Social Media, Paid Video, Native Content)
- Setting up social media advertising campaign on Business Manager platform
- Monitoring and reporting results of media activities following MarComm KPI by using Google Analytics & Business Manager platforms
- Reviewing, coordinating and update of any internal document related to media planning for corporate and regions
- Managing the day-to-day communication with publishers, external vendors and partner agencies
- Liaising with corporate and regional MarComm team
- Supporting and coordinating of WW media planning activity for licensee products (Eyewear&Timepieces) and Perfume line
- Analysis of the main competitors' media activities
- Supporting in definition of the media strategy following the guidelines from Top Management
- Managing all day-by-day activities of media investments (administration activities through SAP system)
- Handling the Print Archive on weekly basis

### INTERNSHIP in MarComm Dep.

Salvatore Ferragamo S.p.A, Florence  
June – December 2014

## EDUCATION

### POST GRADUATE MASTER – UPA ACADEMY

Communication strategy in the digital era  
January – April 2019

### MASTER'S DEGREE IN INTERNATIONAL FASHION BUSINESS AND MANAGEMENT

POLIMODA - International institute fashion, design & marketing

- Project work - 'Definition and Planning of a perfumes line of Louis Vuitton brand'
- 2013 - 2014

### BACHELOR'S DEGREE IN ECONOMICS

UNIVERSITY OF FLORENCE  
V. 84/110  
2009 – 2013

### SCIENTIFIC DIPLOMA

LICEO SCIENTIFICO GALILEO GALILEI (POPPI) - AREZZO