

## **CV - Myriam GABRIELLI**

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Driving license cat. B



### **EDUCATION**

- **06/2019 – 11/2019:** Master24 Marketing Communication and digital media at Sole24Ore Business School.
- **09/2011 – 07/2013:** Master's Degree in Economics and enterprise management at LUISS Guido Carli, Roma. Evaluation 110 cum Laude/110.
- **09/2012 – 02/2013:** Ciencias empresariales at Universidad Complutense de Madrid, Spain.
- **09/2008 – 07/2011:** Bachelor Degree in Economics and management, at LUISS Guido Carli, Roma. Evaluation 108/110.

### **WORKING EXPERIENCES**

#### **03/2017-present: FIAT Brand Marketing and Communication at FCA Italy SpA**

I'm the Jr Marketing & Communication Manager HQ for FIAT Brand, responsible for Fiat 500, 500X, 500L and 124Spider models. As FCA headquarter team we are in charge to develop all communication campaigns for EMEA. Main responsibility is following the production of the advertising campaigns for Fiat brand from the creative process to the display through the different communication media. I'm the point of contact for Press, Licensing, Merchandising, and Motor Show teams to ensure internal coordination and cooperate in developing dedicated communication material.

I've started my journey in the Brand Marketing Communication department working in the International Coordination team of the FIAT brand, coordinating communication across all EMEA Region. My role in the team was to coordinate all the events and sponsorships activities that involve FIAT Brand in EMEA Countries.

#### **06/2015-02/2017: Compensation & Benefit at FCA Italy SpA**

I was the C&B partner for different functions in EMEA Region; in the specific I managed the fixed and variable compensation of Sales, Marketing, Brand and Communication, Design, After Sales and Customer Care. I managed monthly off-cycle actions on base pay. I lead the Sales Incentive program that represents the variable compensation of all FCA sales force. One of the main goals was to spread across the Company our compensation philosophy engaging with HRs manager and employees and support our commercial strategy driving success.

#### **03/2014-05/2015: Global Mobility Account FCA Italy SpA**

I acquired the responsibility ad interim as Global Mobility key account for Maserati, FCA Bank and FCA Group Purchasing. I've managed the expatriates for those Companies, managing the movements Intra-EMEA Region and from EMEA Region vs. worldwide. My tasks were related to:

- Organization of the whole expatriation process, from economic proposal to the beginning of the expatriation, dealing with immigration tax assistance and all the movement related tasks.
- Updating expat database and allowance.
- Manage relationships with external providers.

#### **04/2013-02/2015: Global Mobility Specialist at FCA Italy SpA**

As part of the Global Mobility team I was requested to:

- Prepare the economic proposal for the beginning of the expatriation and other international employees' movements.
- Updating expat database and allowance.
- Deal with external tax and health insurance providers.
- Propose of improvements in the expatriation process, as I begin the training with this goal, related to my Master's final thesis.

#### **SPECIAL PROJECTS**

##### **09/2013-09/2014: Accountability Awareness (*Count On Me*) Project Team at FCA Italy SpA**

I have been involved in the managing of a training project for the Research & Development function in FCA. The project had the goal to improve the accountability awareness and it involved 3000 people (all R&D population of EMEA region). My main tasks were related to the organization of the project steps, managing participants, external teacher from all over the world and all the practical stuff related to the project.

#### **LANGUAGES**

- **ENGLISH** Fluent conversation, understanding and writing. C1 British Council level.
- **SPANISH** Fluent conversation, understanding and writing. I have lived and studied in Spain.

#### **PERSONAL**

I'm a dynamic, passionate, sociable and open minded young woman ready to every challenge. I've decide to radically change my carrier path to pursue my interest in marketing and communication. I came out of my comfort zone (professionally speaking) and so far I've not disappointed all the people that believed in me, ending up in a successful carrier choice for both the company and me.

I developed my team-working skills, that improved every year more starting from my years at university to arrive at a professional consciousness of what teamwork is.

I took part in a Public Speaking and Communication course held by Dr. Castelvecchi. So I challenged my relational skills facing an audience, and I improve my communication and social skills.

In August 2010 I travelled to USA on my own and I spent in Boston one month studying English and Business. I had the chance to relate myself with people from all the world sharing culture and life experience. I spent a semester living and studying in Madrid (Spain) for the Erasmus project; there I really improved my Spanish and I had the chance to relate myself to other international students. I was a girl scout from the age of 7 until the age of 12. I've played team sports such as volleyball when I was a little child, then I keep on playing sports. Until I was 11 I compete in gymnastic eurhythmic regional and national competitions.