

Francesca Penner

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STRENGTHS

- Partnership: ability to work in team to find always the best solution.
- Entrepreneurship: like to work with passion and bring innovative ideas.
- Organizational skills: ability to coordinate and run a project.

WORK EXPERIENCE

From Oct 2018
Milano, Italy

Deutsche Bank

Digital Marketing and Communication Specialist

- Responsible for planning, developing and maintaining Digital Marketing activities.
- Digital contents acting directly on Bank's digital touchpoint (e.g. websites, proximity, app) through digital communication tools (e.g. CMS, e-mail gateway).
- Special development projects (e.g. advertising campaign, websites, intranet) and direct campaign running activities (e.g. e-mail marketing, SMS, Newsletter).
- Manage marketing agency and vendor relationships to ensure any activities with high quality, cost-effective, and reflects branding and business needs.

March – Sept 2018
Milano, Italy

Reckitt Benckiser

E-Commerce and Digital Marketing Assistant

- Digital marketing: lead traffic via search, display, video campaign
- Content Management: increase conversion creating relevant content assets (Amazon basic and rich content)
- Data Analysis: provide insight with sell out data (Amazon Vendor Central) and performance reporting (Clavis insight)

Oct 2017 – March 2018
Milano, Italy

Carrefour Italia

E-Commerce Non Food Intern

- Carrefour website management (responsible of user experience and online campaigns)

Feb – August 2017
Madrid, Spain

Pepecar

Digital Marketing Intern

- Market Researches, SEO, SEM, Social Media management and contributed to the launch in Italy of the company

EDUCATION

Sept 2016 – July 2017
Madrid, Spain

Universidad Carlos III de Madrid, Msc in Marketing

Class representative 2016/2017

Sept 2013 – Sept 2016
Milano, Italy

Bocconi University, Bachelor in Business Administration and Management

Jan 2016 – Jun 2016
Madrid, Spain

Universidad Carlos III de Madrid

Bachelor in Business Administration, Undergraduate Exchange Program

LANGUAGE AND IT SKILLS

Italian: mother tongue

English: fluent, C1 level – Cambridge IELTS Certification

Spanish: intermediate, B1 Level – Centro de Idioma Carlos III de Madrid, Certificate (Jun 2016)

Software: knowledge of Microsoft Office (Word, Excel, Power Point, Outlook), Amazon Retail Analytics (ARAP), Google Adwords, Amazon marketing services tool Facebook for Business, Clavis insights, Wordpress

Certificates: European Computer Driving License (ECDL) Core

Last Update: May 2020

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