

# Giorgio Gnoli

CMO & CRM owner

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## SUMMARY STATEMENT

Self-motivated digital enthusiast with an entrepreneurial mindset, my core competences:

- International and multicultural experience
- Data-driven approach
- CRM and salesforce development
- Digital & Agile project management
- Teacher & Digital consultant

## WORKING EXPERIENCE

**Salesforce, Milan** — Solution Engineer Marketing Cloud  
JAN 2022 - NOW

**Fater Spa, Pescara** — Associate Brand Manager Digital  
@Pampers  
NOV 2019 - DIC 2021

Lead online marketing activities and digital management for the baby-care category (approx. 4M € budget).

Responsible for the whole Pampers digital activities, in particular:

- Drive sales via digital assets (App, website, Amazon, etc).
- Independently launched and managed mobile app +200k downloads.
- Responsible for media turnaround.
- Enhancement of all web KPIs

**Gruppo DiBa Spa, Pesaro** — CMO & CRM  
SEP 2015 - OCT 2019

Gruppo DiBa is one of the biggest automotive dealer groups in Italy, official retailer of 15 car brands (+400M € / Year)

Responsible for the monthly sales goals, I led marketing, CRM, tele-sales and business development teams, supporting +150 sales reps.

- Headed a team of 6 people in marketing & digital office.
- Built an ex-novo business development department and led 13 people of BDC and 2 CRM managers.
- Product owner of the web eCRM and sole trainer for the whole Lead Management process.
- Development of the whole marketing strategies, in alignment with carmakers
- Digital marketing campaigns development & optimization (Facebook Ads, Google Ads, etc.).

## LANGUAGES

Italian - Native  
English - Fluent  
Spanish - Intermediate  
German - Basic

## MAIN ACCOMPLISHMENTS

### Fater Spa

> Led redesign of Pampers App to increase CR (conv. rate) by 30% and store rate from 3,5 to 4,9 / 5

> Successfully launched 2 vertical platforms and got +50k users over the 1<sup>st</sup> month

> Spearheaded membership growth from 30k to over 200k in 6 months via enablement softwares

### Gruppo DiBa Spa

> Raised leads recruiting from 30 to 2.900 / month through digital campaigns

> Reduction of Cost per Lead from 93€ to 4€

> Enhanced sales CR by 18 p.p. via new CRM & biz dev..

> Designed sales strategy and performance metric to achieve 8% market growth.

> Recruited 13 people for 2 new dept. that I built ex-novo

## **GGF Group Srl, Ancona** — Digital Manager

SEP 2014 – JUL 2015

GGF Group is a marketing consultancy firm, vertical on customer service and business development (9M € / Year)

- Digital roadmap building, website development and social media management.
- Customer acquisition and retention through SEO and SEA activities.

## **Indeed, Austin, Texas (USA)** — Country Manager

FEB 2013 – MAR 2014

Indeed is an American worldwide employment-related search engine for job listings (+500M \$ /Year)

Responsible for Italian, Spanish and Romanian markets

- A/B tests for new product development
- Project Management for new features, developed cross-country
- Analytics and product management for recruiting agencies and partners

### OTHER JOB EXPERIENCES

**Doveconviene** - Bologna (2014) - Web Product Manager

**Experteer** - Munich (2013) - Communication Manager

**Gameloft** - Milan (2012 - 2013) - B2C Marketing Manager

**Nielsen** - Milan (2012) - Project Leader

### EDUCATION

**SDA Bocconi, Milan**

MBA > General Management

OCT 2019 – AUG 2021

Angelini Future Leaders Mastery Program

**Università Bocconi, Milan**

Master of Science > Marketing Management

SEP 2010 – JUL 2012

**Università Politecnica delle Marche, Ancona**

Bachelor degree > Economics

SEP 2007 – JUL 2010

### MAIN ACCOMPLISHMENTS

#### **DoveConviene**

- > SEO penalty recovery
- > Re-launch of a consortium of 120 clients in 6 months

#### **Indeed.com**

- > Resume parser development in 2 months using Python
- > 200k users/month for Italian website via SEO activities

### IT SKILLS

- > Microsoft Office
- > Google Apps
- > HTML, CSS, PHP, Python
- > CRM -  
vTiger / Salesforce / SugarCRM / Tustena / hubspot
- > SEO - SEMRush / MOZ / Screaming Frog / Ahrefs
- > Google Analytics
- > Google Ads
- > Facebook Ads - Blueprint
- > Newsletter -  
Mailup / Mailchimp / Getresponse / Mailerlite / PHPlist
- > E-commerce -  
Wordpress / Magento / Prestashop / Shopify
- > Project Management

