



Simona Santelli

MARKETING AND COMMUNICATION CONSULTANT

simonasantelli@gmail.com

linkedin.com/simonasantelli

Instagram: @simonasantelli , @_interludio_

+39 339 6027250

EXPERIENCE

FREELANCE MKTG AND COMMUNICATION CONSULTANT

April 2017 - Now

Aiming to **lend success to Clients** through tailored **B2B & B2C MKTG** and communications solutions.

-**Day-to-day** client contact, managing **integrated marketing plans** to support brand launches, social media, content events, pr, corporate activities, ect.

-**Marketing mix** analysis

-Manage, mentor and **train** individual team contributors, **ensuring delivery** of high-quality, timely, results-oriented work across **multi-channel programs**.

Clients: The FFW, Gallo, Sundek, Manteco, Temera, Hype Studio, We-Rad,

EMILIO PUCCI / SOCIAL MEDIA MANAGER

June 2012 - April 2017

- **SOCIAL MEDIA:** Develop and oversee all the **content** and **performance** on Pucci's social networks. Management and implementation of social media strategies. **Analysis and Reports**.

- **MARKETING ACTIVITIES:** Copywriting and scheduling: newsletters, website content and technical product descriptions.

- **DIGITAL PR:** Set up and management of Online **WorldWide PR activities**. Manage relationships, dressing and products placement with fashion online media and influencers.

- **PRESS OFFICE:** Work closely to the Creative Director and the Press Office Team, drafting interviews and featured articles for online/offline magazine.

ADACTO /SOCIAL MEDIA STRATEGIST

May 2011 - June 2012

-**SOCIAL MEDIA MANAGEMENT:** creating, managing and growing the **clients' online presence** through social networks and other strategically relevant online properties. **Content Writing** -Online | Offline - Web Reputation e Monitoring - Digital PR: Bloggers, Influencers - Press Office

Clients: Dirk Bikkembergs, Leroy Merlin, Sammontana, Harmont & Blaine

FASHIONIS.COM / WEB MARKETING SPECIALIST

July 2010 - May 2011

- **WEB MARKETING:** digital strategies and CRM for a start-up eCommerce website. Digital Pr: bloggers and fashion portals - Consumer Behaviours e Web Usability - Buzz Monitoring. Strategic Content Writing e Copywriting

ADACTO / PROJECT ASSISTANT

November 2008 - July 2010

Web Content Writing / Web Editing - Social Media / Community Management - Press Office.

Clients: Patrizia Pepe, Toscana Promozione, Comune di Empoli, Museo Leonardiano.

STAGES

2007

CONTENT RESEARCHER AT WHERE'S EVERYBODY TV (MALTA)

Content Assistant

2005

JOURNALIST AT ANTENNA 5

Reporter

EDUCATION

2001 - 2006

110/110 Laurea in "Media e Giornalismo", Scienze Politiche, Università degli Studi di Firenze

LANGUAGES

Italian: Mother tongue

English: Business proficient

French: Business proficient

GOODIES

September 2013 - 2015

Contributor at Lungarno Magazine | lungarnofirenze.it

November 2010 - September 2011

Contributor at Cosebelle Magazine | cosebellemagazine.it

September 2011 - January 2012

Contributor at Te la do io Firenze | teladoiofirenze.it

February 2010 - Present

Founder at Parole Santels | parolesantels.blogspot.com

Clean Driving License