

EUROPEAN
CURRICULUM VITAE



PERSONAL INFORMATION



Name **ARCAMONE CHIARA**
Address **27, VIA GIANDOMENICO ROMAGNOSI, 50134 FLORENCE**
Telephone **333/6414929**

Nationality **Italian**
E-mail **chiara.arcamone@hotmail.it**

Date of birth **23RD, AUGUST, 1987**
Web site **<http://it.linkedin.com/in/chiaraarcamone>**

WORK EXPERIENCE

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
- Main Activities and responsibilities

AUGUST 2021
WAHL ITALIA SRL

Haircare
Trade Marketing Specialist

- Development of trade activities with the KPI of increasing brand awareness
- Supervision and implementation of all GoToMarket products launches according the guidelines of EMEA and Country Manager
- Development of all trade marketing communication supports (POS, VM)
- Project Leader for the trade fairs and Trade Events
- Development of Loyalty Programmes and special sell promotions in coordination with the sales manager
- Responsible for the Education Programme and Educators Trainings and Ambassador Programme
- Development of activities for brand awareness increase of TPI partners in coordination with Digital Communication Dep.
- Market analysis and data analysis
- Marketing Budgeting Control
- Forecast File Control in coordination with the sales Manager
- Assistance to sales agents with new product presentations, marketing support when visiting the customers, and development of new trade marketing projects
- Development of Influencer partnership and Trade Marketing communication in cooperation with the PR agency

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FEBRUARY 2018 – AUGUST 2021
OMBRELLIFICIO POGGESI SRL

Outdoor furniture
Marketing manager

- Management of national and international advertising communication with the main object to increase brand awareness and reputation enhancing the value of Made in Italy.
- Supervision and coordination of Press Office activities
- Management of company social channels and advertising
- Management of company web site (contents production and layout)
- Editing of planning of contents.
- Management and supervision of marketing pos.
- Management of International and National trade fairs.
- Competition analysis.

- Customer Service development. Implementation of customer service strategies.
- Executive for the research of international new potential customers through marketing and communication.
- Management of total company marketing budget (60K).

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SEPTEMBER 2013 – DECEMBER 2017

ghd Italia s.r.l

Retail – professional hair beauty

Trade & Retail marketing executive

- Supervision of all pos marketing material (from translation to delivery towards salon)
- Supervision of all visual merchandising/customisation trade requests
- Supervision of marketing displays dedicated to Top Loyalty accounts
- Stock POS monitoring and orders process management with all relationship management with pos/marketing suppliers and controller of all mktg invoices
- Market research cooperation for HQ analysis
- Organisation of pr/consumer/trade events.
- Web marketing cooperation between country and HQ
- Assistant of MD in the editing of Sell-in deal presentations.
- Assistant to SD in the editing of sell-in pitches.
- Report to MD for all the marketing bdgt (€1065K)

EDUCATION

- Dates (from – to)
- Name and type of organisation providing education and training
 - Level of national classification (if appropriate)

SEPTEMBER 2006 –FEBRUARY 2013

University of Florence

Bachelor Degree in Touristic Science from September 2006 to October 2009 (final grade 110/110). Master Degree in Marketing from September 2009 to February 2013 (final grade 110/110).

- Dates (from – to)
- Name and type of organisation providing education and training
 - Level in national classification (if appropriate)

OCTOBER, 2010 – JUNE, 2011

University of Reading,

Erasmus Experience

PERSONAL SKILLS

AND COMPETENCES

MOTHER TONGUE
OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

ITALIAN

ENGLISH

EXCELLENT
EXCELLENT
EXCELLENT

GERMAN

GOOD
GOOD
GOOD

SPANISH

GOOD
GOOD
GOOD

COMPUTER SKILLS AND COMPETENCES

ECDL LEVEL CORE (WORD, ACCESS, EXCEL, POWER POINT, PUBLISHER, OUTLOOK, INTERNET)
OPERATIVES SYSTEMS KNOWN: WINDOWS

DRIVE LICENSE

B

Chiara Arcamone

Autorizzo il trattamento dei miei dati personali ai sensi dell' art. 13 D.lsg. 196/03

La sottoscritta Arcamone Chiara nata a Figline V.no il 23/08/1987 dichiara ai sensi degli art.46 e 47 D.P.R. 445/2000 che quanto contenuto nel presente curriculum corrisponde a verità.