



# Domitilla Falez

Global Marketing Manager | Consumer, Go-to-Market and Sponsorship Strategies

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Work Proficiency)

French (Basic)

Italian (Native)

## About

Marketing, Go to Market and Sponsorship professional, with 4+ years experience in the field.

Firmly standing by the thought that every vision needs both strategy and passion to function. Always trying to find the right trade-off and balance between them.

Passionate and particularly keen on Business analysis, Consumer and Trade Engagement with a proven track record of successfully leading both B2C and B2B cross-functional projects to improve brand's awareness and consideration through effective marketing and go-to-market activations.

Personal interests includes: Outdoors & Sports (ex-professional skier, diving, ...), Travels and Volunteering (currently volunteering at FIMAC Onlus).

### BRANDS WORKED WITH

AIM Group International

Pirelli

Convatec

Reputation Institute

## Experience

### ● Marketing & Sponsorship Manager

AIM Group International | Jan 2024 - Now



### ● Marketing & Go-To-Market Manager

Pirelli | Apr 2021 - Jan 2024

Effectively led the PMO of 10+ Global Product Launches, defining the Consumer and Go-To-Market strategies through:

- Analysis and consolidation of Consumer/Market Insights in tailoring Product Selling Proposition and Key messages
- Definition of Product Target and Marketing Launch package and Stakeholders
- Cross-functional coordination on Trade and Consumer activities in ensuring their efficient occurrence
- Following of collateral launch activities set-up and landing (e.g. Event, content production, influencers engagement,...)
- Pre and post launch performance monitor (profitability,digital and consumer KPIs)



### ● Digital Marketing - Retail & E-commerce Specialist

Pirelli | Oct 2020 - Apr 2021

Management of Pirelli's digital properties (websites), leading activities such as:

- Managing HQ and global markets requests and planning innovation projects
- Tracking evolutions' progress through the aid of PM tools (e.g. Jira, Scrum, ...)
- Coordinating with multiple internal/external teams in delivering diverse activities (SEO, Copywriting, Social materials development, Creativities, ...)



### ● AWC Marketing & Communication Specialist

Convatec | Feb 2020 - Sep 2020

- Management&supervision of Digital Strategies Implementation and Digital Events
- Revision and Adaption of global marketing campaigns to the Italian scenario
- Control and approval of marketing materials and product samples while monitoring stocks level by working closely with sales, finance and commercial internal departments

- Partnered with third parties suppliers in order to develop successful and cost effective marketing services
- Support and supervision of Sales Representatives

- **Reputation Management Specialist**

Reputation Institute | Dec 2018 - Feb 2019

Partnered in a Reputation Intelligence/Management project work:

- Supported company's operation by reviewing existing media coverages on the final client over a period of 1+ year
- Analysed and interpreted media content over key reputational dimensions to improve final client's overall brand reputation
- On time delivery of deep market research and insights for an environmental overview

- **Business Management Specialist**

AIM Group International | Feb 2016 - Apr 2016

- Partnered with external suppliers in events' accommodations arrangements
- Developed effective messages and marketing materials
- Worked on 3+ events set-up from a360° perspective

## **Education & Training**

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2017 - 2019 ● **Luiss Guido Carli University**

Master's degree (MSc),

2014 - 2017 ● **IULM University**

Bachelor's degree,

2008 - 2013 ● **Istituto Villa Flaminia**

High School Diploma,