



Melisa Tramanoni

Digital Marketer & International Business Developer

📍 France

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Languages

English (Work Proficiency)

French (Work Proficiency)

Italian (Native)

Spanish (Native)

About

Digital Marketer with over 4 years of experience in the technology and e-commerce sectors. My background includes working at Accenture, Vestiaire Collective and ManoMano where I have honored my skills in various aspects of digital marketing. I have expertise in Affiliate Marketing, Partner Management, Performance Marketing/Acquisition, Email Marketing, and Influencer Marketing. In addition, I am proficient in data analysis and at ease with visualization tools like Tableau and SQL. My experience also encompasses Project Management and Market Research, which have equipped me with a strategic and analytical mindset.

With a Master's degree in Digital Marketing and additional certifications in Google Ads, Google Analytics, content marketing, and consumer neuroscience, I possess a well-rounded skill set that can contribute to companies' digital marketing efforts. I excel in data analytics, ROI analysis, B2B marketing, and affiliate management.

With proficiency in English, Spanish, Italian, and French, I am interested in working for dynamic and international companies. I am a results-oriented professional with a strong commitment to excellence and adapting quickly to new challenges. My experience, skills, and drive to deliver exceptional results make me a valuable asset for companies looking to enhance their online presence and achieve their marketing goals.

BRANDS WORKED WITH

Accenture

ManoMano

Vestiaire Collective

Experience



● International Traffic Manager

ManoMano | Aug 2022 - Now

- Paid Acquisition POC for Italy, Spain, Germany and UK
- Google Ads campaigns. Display, Search, Youtube. Retargeting campaigns
- Affiliates partnerships (3K), +50% efficiency in 8 months. +30% Sales YoY while achieving ROI targets
- Supported the development of B2B Partner program (tracking, CPL campaigns, etc.)
- Created Email marketing campaigns in Spanish, Italian, English and French
- Cross-collaboration projects with teams: Brand / Media, Web design and CRM



● Global Affiliate Manager

Vestiaire Collective | Jun 2021 - Aug 2022

- Direct management of Top 40 Global Partners (c.80% program perf). Full program c.800
- Nano Influencer program (SOE: Italy & Spain)- in 3 months: 200 active nanos, 60 avg. monthly posts.
- Point of Contact for SOE (IT/SP) for 360 Marketing campaigns
- Ad Mobile Network (Install) project (Liftoff, Applovin, Inmobi)
- Product feed migration (from Lengow to ProductsUp)



● Affiliate Marketing Junior Manager

Vestiaire Collective | Jan 2020 - Jun 2021

- Management of key existing/new affiliates & partners (Program mix x2 & Perf. x2.1 YoY in 2020)
- Gap analysis & Competitor analysis to find new partnership opportunities
- KPI Reporting (daily/weekly/monthly)
- Led seasonal Sales Campaigns. ie: Black Friday, Vestiaire Days, etc.
- Re-make VC Affiliation page: <https://us.vestiairecollective.com/affiliate-program.shtml>

Sole contributor to channel for 6-month (Sr. Affiliate Manager on maternity leave)



● **Digital Marketing Affiliation Intern**

Vestiaire Collective | Jun 2019 - Dec 2019

- Optimization of Lengow-product feeds (60 feeds of c1.5M items each)
- Expansion with new partners in EMEA, USA and APAC. SEO and SEA related tasks
- Email marketing campaigns (with support from external partners)
- KPI Reporting (internal and external reporting)



● **Project Management Officer (PMO&A) Associate**

Accenture | May 2017 - Oct 2018

- Automation of client's internal processes. Job role creation and staffing
- Preparing, tracking and reporting project financials, expenses and billing
- Creation of training materials and user guides and status reports

Education & Training

2018 - 2020

● **Bologna Business School**

Master's degree,

2017 - 2017

● **Rennes School of Business**

Programe Grand École (PGTC),

2016 - 2016

● **University of Bath**

Bachelor of Business Administration (B.B.A.),

2013 - 2017

● **Universidad Austral, Buenos Aires**

Bachelor's degree,

2013 - 2018

● **Universidad del Centro Educativo Latinoamericano**

Bachelor's degree,