



# Francesca Riccardi

E-business development consultant | Marketplace Manager | Online Wholesale Manager | Gestione e-tailer e marketplace |

📍 Milan, Metropolitan City of Milan, Italy

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## Languages

Italian (Native)

English (Fluent)

## About

Offro consulenza alle aziende che vogliono sviluppare la loro strategia e-business e consolidare la loro presenza online tramite il posizionamento su siti multimarca e-tailers e marketplace. Prima di diventare consulente mi sono occupata dello sviluppo del brand Baldinini nei mercati internazionali attraverso il posizionamento sulle piattaforme marketplace, occupandomi della gestione dei clienti e del canale sotto tutti gli aspetti: prospezione, contatto clienti, trattativa commerciale, contracting, gestione del budget totale del canale online, vendite. Ho iniziato la mia carriera nel fashion come Store Manager, per poi crescere come Retail Manager fino a diventare Online Wholesale Manager all'interno di una realtà consolidata come Max Mara. Specializzata nel mantenimento delle relazioni di canale, nella scoperta di opportunità significative e nella negoziazione di accordi con grandi clienti al dettaglio, mi viene riconosciuta una spiccata abilità nel comprendere le dinamiche di acquisto del consumatore finale, conoscenze che spendo quotidianamente nell'ambito delle mie relazioni con i buyer internazionali. Proprio le mie doti comunicative e negoziali, insieme alla mia capacità di persuasione, storytelling e mirroring, mi hanno permesso di costruire nel tempo solidi rapporti di fiducia all'interno del mercato retail e, di conseguenza, di raggiungere e superare sempre gli obiettivi assegnati. : • Analisi degli scenari di mercato, progettazione e pianificazione della strategia digitale e di vendita online. • Gestione del budget, reporting e misurazione delle performance. • Conoscenza e comprensione delle dinamiche e processi Fashion Buying e Merchandise Planning. Marketplace Manager | Online Wholesale Manager | Gestione dei canali e-tailer e marketplace | Referente Sviluppo E-business | Fashion Buying e Merchandise Planning

### BRANDS WORKED WITH

Baldinini Srl

Francesca Riccardi

Full Spot

Jigsaw Clothing

Max Mara Fashion Group

## Experience

### ● E-Business Development Consultant

Francesca Riccardi | Jun 2022 - Now

- Structure the Ebusiness development plan, P&L and budget construction quarterly
- Coordinate active marketplaces and investigate new business opportunities for the Brand.
- Contribute to the "Open to Buy" definition prior showrooms buying sessions to ensure consistency with the E-commerce sales targets
- Develop ad-hoc analysis to identify business opportunities and area of improvement
- Ensure optimized e-merchandising discoverability based on guidelines and web performance insights: coordinate with the merchandising team for specific product activations
- Have a thorough understanding of key marketing metrics and identify opportunities to exploit market developments;
- Developing marketing activities to push sales and increase brand awareness

### ● Marketplace Manager

Baldinini Srl | Jun 2021 - Jun 2022

- Reporting to the Retail Director on strategic planning activities.
- Starting from scratch of new commercial deals with clients in the online sector.
- Definition and implementation of e-tailers and marketplace strategies for all brands.
- Research and activation of marketplace and e-tailers coherent with the brand strategy.
- Management of commercial relations with clients and prospects.
- Management of assortment and performance of the clients.menti e performance degli stessi sui diversi canali di vendita.

### ● Online Wholesale Manager

Max Mara Fashion Group | May 2018 - Jun 2021

- Inside the e-business division, I report to the commercial director, and I coordinate two people.
- I take care of the negotiation of the seasonal budgets with international e-tailer clients.
- I supervise the buying for the 9 brands of the Max Mara group, in order to make sure that the quantitative goals are met and the correct representation on third-parties' platforms.
- I follow the negotiation and the management of marketing activities aimed to increase brand awareness and sell-out.
- Monitoring of the in-season results through the analysis of the KPIs shared by the client, and using commercial tools to maximize the results.
- Research of new clients/projects and strategic development.

### ● Retail and Marketing Manager

Max Mara Fashion Group | Jan 2014 - May 2018

- Retail and visual management of the franchising stores of Weekend Max Mara for the set areas (the Balkans, Czech Republic, Slovakia, UK, Germany, Middle East, Australia, Korea, USA etc).
- Supervision of 100 stores worldwide and opening of 20 new stores.
- On floor training and development of training material for worldwide shops.
- Database, analysis of the seasonal sellout KPIs, and planning of activities to improve the performance.

### ● Deputy Store Manager

Jigsaw Clothing | Nov 2012 - Dec 2013

- Reporting to the store manager and coordination of 8 employees.
- Analysis and Management of the daily/weekly budgets.
- Responsible for training the team regarding product, selling strategies, and the sale process.

### ● Store Manager

Full Spot | Feb 2012 - Sep 2012

- Visual merchandising, buying of products, and cash management.
- Organizing events and management of the stand at Salone del Mobile in Milan.