

FRANCESCA BASILE

DETAILS

ADDRESS

Milano

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+39 3403318783

EMAIL

basile.francesca11@gmail.com

SKILLS & COMPETENCES

Management Skills

Leadership Skills

Highly organized and efficient

Collaboration & Teamwork

Highly responsible and reliable

Hard Working

Critical thinking and problem solving

MarTech and AdTech stack solutions

Data Strategy

Digital Media Advertising

Analytics (Google Suite, Adobe, Facebook)

Data Management Platforms & Customer Data Platforms (AdForm, Salesforce, Adobe, SAS)

Real Time Reporting Dashboard (Datorama, Tableau, PowerBI)

LANGUAGES

Italian

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English

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French

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PROFILE

More than 5 years of experience in Data-driven & Digital Marketing, supporting Companies from different industries (FMCG, Web, Market and Consumer Research, Media) in the MarTech scenario to unlock the value of their data, understand the CLV and propose the best solution.

Key Areas of expertise:

- Data analysis, interpretation and visualization;
- Data management for Digital Marketing;
- MarTech and AdTech solutions;
- Data-driven Strategy;
- Tech and Innovation; Big Data and AI;
- Strategic thinking and problem solving;
- Teamwork and Project Management
- Interpersonal Communication Skills

EMPLOYMENT HISTORY

Senior Consultant, Acceleration - GroupM

Milano

May 2022 — Present

- Helping clients manage data innovation projects, from pre-sales to activations, based on MarTech, AdTech and digital transformation, providing them the best strategies and tools, in order to optimize the Omnichannel Customer Experience;
- As tech agnostic, scouting the best technology providers around (Microsoft, Google, Meta, SAS) in order to establish long-term partnership relationships.

Customer Transformation | Senior Associate | DMP / CDP Marketing Expert, PwC

Milano

Nov 2020 — May 2022

- Data Management Consulting: support companies in Data Management and Customer Data Platforms, in order to develop BI tools that help their Business and Strategy decisions thanks to real-time monitoring of all brand KPIs;
- Digital Experience Strategy: apply a strong research about Digital Customer Behaviour through Data Analysis defining Personas & Scenarios to optimize the Customer Journey Map;
- Data Visualization: develop and manage Data Visualization platforms that combines real-time data from multiple sources to give companies an accurate picture of their cross-channel marketing and media performances through KPI optimization.

Data Management Specialist, Dentsu Aegis Network

Milano

Jun 2018 — Nov 2020

- Projects and products related to DMP (AdForm / Salesforce), Marketing Automation and Data Strategy for integration and activation of 1st / 3rd party data;
- Process and activity management to optimize web traffic, campaigns and UX through the use of data-driven techniques and CRM clustering / enrichment;
- Management and development of Data Visualization platforms (Datorama iAnalyse, Tableau)

HOBBIES

Basketball
Piano
Art & Entertainment
Digital & Social Media
Tech & Innovation
Web3
Travel
Diversity

EXPERIENCES

Member / Mentor @Hi!Founders

Milano

Feb 2022 — Present

Community for every player in the Italian innovative entrepreneurial ecosystem.

Mentor @UNA - Azienda delle Comunicazioni Unite

Milano

Apr 2022 — Present

EDUCATION

Master of Science in Marketing Management, Bocconi University

Milano

Sep 2014 — Dec 2016

Master of Science in Marketing Management – Major in

Business Communication and Social Media

Bachelor in Business Administration and Management, Bocconi University

Milano

Sep 2010 — Nov 2013

COURSES

Project Management, POLIMI Graduate School of Management

Salesforce Datorama Admin Certification - Champion (Level 3/3), Salesforce

Google Digital Academy (All Certificates), Google Skillshop

Elements of AI, Dipartimento per la Trasformazione Digitale

Jan 2021