



MARTINA PIERI

MARKETING, BRANDING
FOR FASHION & MUSIC

ABOUT ME

With 15 years of experience in digital marketing within prestigious agencies and consulting firms, I have successfully developed and implemented branding, e-commerce, performance and social strategies for brands such as Diesel, New Balance, Dolce&Gabbana, Shiseido, FCA, Barilla.

As a co-founder of Rockin'1000, a groundbreaking phenomenon in the music industry, I led its marketing department.

In addition to this role, I provide marketing consultancy services to various brands, helping them develop and execute effective digital marketing strategies.

EDUCATION

Master degree in Communication
University of California, Santa Barbara
2006 - 2007

Alma Mater Studiorum, Bologna
2005 - 2006

First level degree in Communication
Alma Mater Studiorum, Bologna
2002 - 2005

High school degree in foreign languages
Liceo Scientifico Righi, Cesena
1997 - 2002

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AT PRESENT

Rockin'1000

Co-Founder, Head of Marketing | 2014 - present

In July 2015 Rockin'1000 organized a collective performance where 1000 musicians simultaneously played "Learn to Fly" by the Foo Fighters in Cesena. The video clip got globally viral, and the Foo Fighters answered the call giving a concert in town. Since then Rockin'1000 organizes epic concerts around the world, and daily engages a global community of musicians.

As the marketing manager, I developed multi-channel strategies and contents for show promotion, branding, and community expansion. Through these efforts, we grew the community to 100,000 subscribers, and a 2 million followers social media presence.

In the last 2 years the team expanded, and I now oversee four professionals along with freelance contributors.

WORK EXPERIENCE

Dentsu Aegis Network

Digital Leader | 2018 - 2022

In charge of budget, targets and media planning for Diesel, Marni, Shiseido and Vueling brands: digital adv, OOH, branded content and special projects across Europe and worldwide, with awareness, traffic and sales generation goals. I lead a team of 4 online specialists.

LiveNation Italia

Head of Promotion | 2017-2018

Leading the promotion of concerts and festivals such as I-Days, Eminem and many others. I was in charge of the promotional strategy, content production, social media management and online adv campaigns.

The Level Group - fashion e-commerce partner

Brand Marketing Manager | 2015 - 2017

Responsible for defining e-commerce budgets and meeting weekly targets for all the digital activities to generate traffic and sales for fashion online stores: online adv, CRM programs, SEO, social media, in Europe and worldwide.

Some of the brands I worked for: Dolce & Gabbana, New Balance, Stuart Weitzman, Casadei. Leading the creative and social teams for Aspesi social media re-launch.

Accenture Interactive

Digital Marketing Consultant | 2013 - 2015

Supporting customers to improve their digital presence through a 360° approach: defining goals, measuring KPIs, optimizing media spending, consulting on content to improve users experience. Last project consisted in leading Fiat Chrysler Group SEM and SEO strategies across Europe, coordinating digital agencies and local markets.

Simple Agency

Digital Marketing Consultant | 2009 - 2013

Planning and managing digital marketing campaigns with a performance-oriented approach through all the available channels and tools: SEM, retargeting, DEM, performance display etc. From configuration on adservers and platforms, to daily reporting on all main web-analytics. Some of the brands I followed: Condé Nast, RCS, Expedia, Hotelplan, Blu Vacanze, BluExpress, Cantine Ferrari.

Microsoft

Marketing Executive | 2007 - 2009

Executing communication plans for small and medium licenses resellers through PR, events and conferences organization, promotional materials development, off and online content creation.