

VALENTINA VELLUCCI

Marketing Manager Nuovamacut



WORK EXPERIENCE

Marketing Manager Nuovamacut

TeamSystem

08/2021 - In corso | Bologna, Italy

- Led strategic marketing initiatives aligned with company objectives
- Designed and optimized lead generation and account-based marketing strategies
- Managed product marketing activities and digital conversion processes
- Oversaw budget planning and reporting directly to the CEO
- Improved customer engagement by 30% and pipeline by 10% in 3 years

Head of Communication

Associated Partner Magilla

05/2012 - 07/2021 | Bologna, Italy

- Co-led agency operations and strategic direction
- Developed integrated marketing and communication plans for national brands
- Managed digital PR, events, social media, and e-commerce analysis
- Directed a multidisciplinary team and mentored junior professionals

Marketing Consultant

24ORE Business School

2012 - In corso | Luogo

- Delivered over 200 hours of training in digital marketing, social media, and analytics
- Collaborated with 24ORE Business School, Professional Datagest, Università di Cassino, Studio Samo, Copy42, Performance Based
- Specialized in strategic storytelling, brand reputation, and performance marketing

Fare Marketing Strategico Usando il Relationship Marketing

Hoepli

2020 | Hoepli

- Published author: Fare Marketing Strategico Usando il Relationship Marketing (Hoepli)

Founder & Organizer

Frip Stand Up

2021 - 2024 | Bologna

- Founder & Organizer | Frip Stand Up (-ongoing): 20+ live events
- Digital Communication

EDUCATION

Master's Degree in Semiotic Studies

Università di Bologna

2008 - 2010 | Bologna

- GPA: 110/110 cum laude

Bachelor's Degree in Marketing & Communication Studies

Università di Bologna

2004 - 2008 | Bologna

- GPA: 107/110

Master in Marketing & Communication

Professional Datagest

2010 - 2011 | Bologna

RESUME SUMMARY

Head of Communication. Communication of Head Strategic and results-driven Marketing Leader with over 15 years of experience in communication, product marketing, and multichannel strategy. I specialize in transforming ideas into actionable plans, aligning creativity with business goals, and leading cross-functional teams to deliver measurable impact. My approach is rooted in collaboration, data-driven decision-making, and a deep understanding of consumer behavior across B2B and B2C landscapes.

ACHIEVEMENTS



Customer Engagement Boost

Increased customer engagement by 30% over 3 years.



Event Organization Success

Organized 20+ live events since 2021.



Training Delivery Excellence

Delivered 200+ hours of training annually.



Sales Pipeline Growth

Improved sales pipeline by 10% within 3 years.

LANGUAGE SKILLS

English

Excellent



Italian

Native speaker



SKILLS

Marketing Strategy

Budget Management

Marketing Automation

Data Analysis

People Management

Lead Generation

Event Management

Relationship Marketing

Project Management

AI Marketing

Content Creation

Public Speaking