

Raffaele Nardo

DIGITAL & E-COMMERCE MANAGER



Born as Web Designer I developed a deep know-how about the Digital Management in the luxury fashion market, especially in the eCommerce, SEM and Social Media.

I started working for Digital Agency that let me understand the needs of the clients and how important it is to coordinate all the different activities to create a successfully eBusiness; then I moved to Fashion Companies as Digital & E-Commerce manager.

During my career I managed several E-Commerce & Digital departments, some of them very prestigious as Philipp Plein & Elisabetta Franchi. At the moment I'm still working for Elisabetta Franchi as Head of Digital & E-Commerce, leader of a team

composed by 8 people, I'm driving the eBusiness and the Digital communication through the main channels such as E-Mail Marketing & Social Media Marketing.

During the 2016 I was called by I.E.D. University as Lecturer in Contemporary Communication for the Fashion Design Master.

I define myself a profile with a 360° knowledge that has the strong capability to drive the development of the digital channels (eCommerce, Social, etc.) efficiently.

My background allows me to analyze the needs of the cases and make the best choice to fulfill them.