

RAFFAELE NARDO

Digital Marketing Manager

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WORK EXPERIENCE

GLOBAL E-COMMERCE DIRECTOR

2017 - Today

PHILIPP PLEIN

- eBusiness Direction (plein.com,pleinout-let.com,pleinsport.com,pleinkids.com,billionairecouture.com) - Managing a team of 18 people
- Web Marketing (SEO, SEM, Lead Generation, etc)
- E-mail Marketing

LECTURER

2016 - Today

IED ISTITUTO EUROPEO DI DESIGN

The course analyzes the importance of the new media in today era and provides students with insight and knowledge on Digital Marketing & Content Marketing.

HEAD OF DIGITAL

2015 - 2017

ELISABETTA FRANCHI

- eBusiness Direction (Managing a team of 11 people)
- SEO, SEM, Lead Generation
- Social media
- E-mail Marketing

DIGITAL MARKETING MANAGER

2014 - 2015

PHILIPP PLEIN

- eBusiness Direction (Managing a team of 5 people)
- SEO, SEM, Lead Generation
- Social media
- E-mail Marketing

DIGITAL MARKETING MANAGER

2012 - 2014

ELISABETTA FRANCHI

- eBusiness Direction (Managing a team of 6 people)
- SEO, SEM, Lead Generation
- Social media
- E-mail Marketing



GOALS

E-RETAIL EUROPE

2016 - Amsterdam NL
Speaker

BRANDY 2015

2015 - Milan IT
Speaker

FORD DIGITAL

2015 - Padova IT
Speaker



EDUCATION

INDUSTRIAL DESIGN DEGREE

2009 - 2011

S.U.N.

Industrial design & communication



PROFILE

During my career I developed a deep know-how about the Digital Management in the luxury fashion market, especially in the eCommerce, SEM and Social Media.

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.



SKILLS

PROFESSIONAL SKILLS

E-Commerce	████████████████████
D.E.M.	██████████████████
SEM/SEO	██████████████████

PERSONAL SKILLS

Creative	██████████████████
Hardwork	██████████████████
Teamwork	██████████████████