

RAFFAELE NARDO

Digital Marketing Manager

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Cernobbio (CO), Italy

12/06/1985



WORK EXPERIENCE

HEAD OF GLOBAL E-COMMERCE

2017 - Today

PHILIPP PLEIN

- eBusiness Direction (All Brands: Philipp Plein, Plein Sport, Billionaire)
- Managing a team of 21 people
- CRM, SEO, SEM
- 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 WGGGG

2015 - 201

ELISABETTA FRANCHI

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

DIGITAL MARKETING MANAGER

2014 - 2015

PHILIPP PLEIN

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

DIGITAL MARKETING MANAGER

2012 - 2014

ELISABETTA FRANCHI

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



GOALS

2018 - Milan IT

2016 - Amsterdam IT
Speaker

2016 - Milan IT
Lecturer



EDUCATION

INDUSTRIAL DESIGN DEGREE

2009 - 2011

S.U.N.

Industrial design & communication



PROFILE

Raffaele Nardo is a Senior Digital Manager with more than 10 years of experience in fashion and luxury.

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

He managed several E-Commerce & Digital departments, some of them very prestigious as Philipp Plein & Elisabetta Franchi. At the moment he is working for Philipp Plein as Head of Global E-Commerce and leader of a team composed by 21 people. He is driving the eBusiness and the Digital communication through the main channels, developing the omni-channel strategy of the brand.

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

In the 2017 he co-founded the first Italian E-Business association "EBAS".

In the 2018 he received the "Digital Manager of the Year" Award by Fashion Magazine & Digital Fashion Advisory.



SKILLS

PROFESSIONAL SKILLS

E-Commerce ██████████
DEM ██████████
SEM/SEO ██████████

PERSONAL SKILLS

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