



Raffaele Nardo

Senior Director of E-Commerce & Digital

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⇨ [Website](#), [Instagram](#)

Languages

Italian

English

Profile

Senior E-Commerce & Digital Director with more than 10 years of experience in fashion and luxury, Raffaele Nardo worked for very prestigious brands as Philipp Plein, Elisabetta Franchi and ASSOS driving the eBusiness and the omni-channel strategy of the brands. 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.

Employment History

Senior Director of E-Commerce & Digital, ASSOS, Stabio (Switzerland)

October 2020 – Present

- eBusiness strategy
- Omnichannel strategy
- CRM, SEO, SEM
- E-mail Marketing
- P&L

Head of E-Commerce & Digital, Philipp Plein, Lugano (Switzerland)

February 2016 – October 2020

- eBusiness strategy (All Brands: Philipp Plein, Plein Sport, Billionaire)
- Omnichannel strategy
- Marketplaces
- CRM, SEO, SEM
- Social Media
- E-mail Marketing
- P&L

Head of E-Commerce & Digital, Elisabetta Franchi, Bologna (Italy)

January 2012 – January 2016

- eBusiness strategy
- Omnichannel strategy
- CRM, SEO, SEM
- Social Media
- E-mail Marketing
- P&L

Lecturer, I.E.D, Milano (Italy)

March 2016 – January 2020

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

Education

Bachelor degree, S.U.N , Aversa (Italy)

January 2009 – December 2011

Goals

Digital Manager of the Year 2018

February 2021 – February 2021

EBAS - Co-founder

January 2019 – March 2021

Co-founder of the first Italian e-business association.

<https://www.ebusinessassociation.it/>