



CLAUDIA MANTI

Marketing Specialist

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LinkedIn [Claudia Manti](#)

📍 Italy

Creative personality, analytical mind, keen listener and attentive observer: Marketing specialist with +3 years of experience, I blend creativity and analysis to meet market demands.

EXPERIENCE

2024 - Now

MARKETING COORDINATOR

WalkIn Services (Vietnamese startup in the travel industry - Freelance and remote)

- **Content Creation & Campaign Management:** Developed persuasive narratives and visual storyboards, scripts and copy and for marketing campaigns that drove significant increases in app downloads, sales presentations, and product demonstrations. Orchestrated end-to-end campaign management, enhancing brand engagement, conversions, and brand storytelling.
- **Social Media Management:** Directed the brand's social media presence, implementing data-driven content strategies that amplified brand visibility and fostered digital community growth. Optimized posting schedules to boost user engagement and brand loyalty.
- **Influencer Marketing:** Identified and recruited key influencers in global travel, negotiating partnerships to produce authentic content for targeted audiences. Managed influencer budgets to maximize ROI, monitored trends, and provided reports for campaign optimization.
- **Account Management & Partnership Development:** Established a robust vendor network and collaborated with external partners, nurturing strategic partnerships to expand app services globally and establish key alliances. Managed relationships with marketing agencies to ensure project cohesion and alignment with strategic goals.
- **Product Development & User Experience:** Collaborated with product teams to refine app features based on user feedback, enhancing brand storytelling and overall customer satisfaction and loyalty. Led A/B testing initiatives to optimize user acquisition and conversion strategies. Edited promotional videos and curating high-quality images, enriching the app's visual narrative and user experience.

2022 - 2024

MARKETING & EVENT SPECIALIST

Pallini SPA (leading manufacturer and distributor of spirits)

- **Strategic Marketing:** Spearheaded strategic marketing initiatives, enhancing brand identity, visibility, and customer experience. Orchestrated cross-functional collaboration for high-impact graphics on the company's digital platforms to increased brand recognition
- **Market Analysis:** Led market analysis, competitor benchmarking, and buyer persona development. Applied PEST and SWOT analyses, implemented a business model with a UVP, and crafted effective branding strategies for effective positioning
- **Sales Strategy:** Executed result-driven initiatives for optimal sales outcomes, including market penetration, production optimization, sell-in/sell-out analyses and accurate sales forecasting
- **Event management:** Managed end-to-end event planning, logistics, vendors, and creative concepts. Supervised on-site execution, ensuring timely and budget-compliant delivery
- **Relationship Marketing:** Strategically engaged with media, crafting compelling press releases. Managed corporate reputation through effective brand storytelling and positive stakeholder relations

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EXPERIENCE

2020 - 2022

MARKETING & COMMUNICATION SPECIALIST

Symphonie Prime (IT consulting company)

- **Brand Development:** Led brand development with a unique identity, communication guidelines, TOV, and visual branding. Strategically positioned the brand, defined target audience, assessed brand equity and drafted ethical codes for comprehensive governance
- **Digital Marketing and SEO:** Contributed to SEO optimization and provided support in managing Google and Facebook Ads campaigns. Played a key role in enhancing online visibility, driving traffic, and generating qualified leads
- **Social Media Management:** Strategically managed diverse social media portfolios, creating engaging content, coordinating editorial calendars (PED), handling crises, fostering communities, collaborating with influencers, executing effective advertising, and analyzing metrics for optimal reach and engagement across multiple industries
- **Blog, DEM & Newsletter Management:** Managed content creation for blogs and newsletters, ensured timely website updates, coordinated effective email marketing campaigns, and optimized communication strategies for sustained audience engagement
- **Internal Communication Management:** Pioneered an interactive communication platform, effectively disseminating the company's mission, vision, and values, significantly enhancing employees' sense of belonging
- **Account Management:** Managed end-to-end account processes, nurturing client relationships through strategic meetings and collaborative planning. Ensured high client satisfaction, delivering tailored and innovative solutions for enhanced value and loyalty

EDUCATION

2021 - 2022

Master's in Marketing & Communication Management
24ORE Business School, GPA 4.0

2020 - 2021

Master's in International Trade & Business Administration
Università degli Studi Internazionali di Roma "UNINT", GPA 4.0

2018 - 2020

Master's Degree in Economics and International Management
Università degli Studi Internazionali di Roma "UNINT", GPA 4.0

2015 - 2018

Bachelor's Degree in Foreign Languages (English, French, Chinese)
Università degli Studi Internazionali di Roma "UNINT", GPA 3.89

ABROAD

2017 - 2018

PARIS - Erasmus program at Université Sorbonne Nouvelle Paris 3

2017 - 2018

BEIJING - Intensive Chinese language course at BLCU 北京语言大学

2013

ORDU - "Unity in the diversity" Comenius Project

2012

MADRID - Consultant at the Italian Chamber of Commerce for Spain

2011 - 2012

MINNEAPOLIS - 8-month exchange program at St. Anthony High School

2011

LONDON - Receptionist at L'Anima Restaurant

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SKILLS

- Excellent proficiency in using the Microsoft Office suite (Excel, PowerPoint, Word), Google Suite and social media platforms (FB, IG, Twitter, LinkedIn)
- Advanced skills in website management (WordPress, Tilda), coupled with expertise in email marketing platforms (Mailchimp). Familiarity with CRM systems (Salesforce, Odoo), with foundational knowledge in HTML and CSS.
- Exposure to IRI, IWSR, and Nielsen databases for market analysis
- Advanced competencies in Project Management, utilizing Agile and Scrum methodologies, adept at task prioritization, effective time management, and collaborative teamwork.

LANGUAGES

- **Italian** - Native Speaker (C2)
- **English** - Fluent (C1)
- **Spanish** - Advanced (B2)
- **French** - Advanced (B2)
- **Chinese** - Intermediate (B1)

PASSIONS

- Traveling
- Horseback Riding
- Photography & Videomaking
- Art & Drawing
- Music
- Motocross
- Cooking and Gastronomy
- Tango