

CURRICULUM VITAE

Name - Surname

GIULIA VETROMILE

9+ years of experience in Marketing & Communication, Sales and Event. I have gained professional skills by working in different sectors, such as luxury, arts/culture, and education. My expertise in internal and external communication, marketing, sales and event improved in a high premium brand environment. I have gained the proper skills for reaching challenging targets, meeting the highest quality expectations, delivering the best-in-class services. My target could be either to contribute to the goodness of the company strategy or to find new business opportunities. I can cope with stress, and I stick to deadlines.

CURRENT & PREVIOUS EMPLOYMENTS

- From – To
- Employer Profile
- Position Held
- Key Skills & Competencies

May 2023 – In progress

Pastiglie Leone Srl – Torino (IT)

For 166 years, crafting products with a unique taste and aesthetically refined, for a world of artisanal happiness and sweetness.

Factory Experience Customer Manager

- Development of an experiential journey for the new factory, including the identification of key brand communication messages, product history, and description of the production chain.
- Definition and creation of the Profit and Loss Statement (P&L) for the new factory, management and reporting of the allocated budget.
- Coordinating all agencies involved in the construction of the Factory of Happiness, while overseeing key messages, timelines, and ensuring adherence to the budget.
- Manage both local and international communications by working closely with PR agencies
- Create, develop and implement a fully integrated Sales&Marketing strategy
- Organization and planning of the annual events calendar (starting from 2025)
- Identification of potential commercial partners for sponsorship and co-marketing activities.
- Management of sponsorship and co-marketing projects (contact management, project development, material distribution).
- Organization and management of guided tours of the facility (starting from 2025)
- Management of sponsorship and co-marketing projects (contact management, project development, material distribution).
- Management and coordination of promotional activities for the "Factory of Happiness" in various contexts such as events, fairs, and event collaborations (contact management, activity ideation, management and shipment of promotional material, archival of photographic material, press review).
- Approval of the main message contents to be transmitted to consumers/visitors to increase their level of loyalty, by the Marketing Director/CEO/Ownership.
- Construction of the Leone historical archive and managing, updating, and monitoring the Leone Archive to ensure all materials are easily accessible and readable.

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May 2019 – May 2023

Martini-Bacardi SpA – Torino/Milano (IT)

Leading global company renowned for its wide portfolio of spirits brands.

Martini Brand Homes Italy – Sales&Marketing Manager

- Responsible for budget creation and management of all A&P platforms to drive footfall and increase e-commerce revenues (digital, physical, O.O.H., video)
- Create, develop and implement a fully integrated Sales&Marketing strategy for both MARTINI Brand Homes, Casa Martini Torino and Terrazza Martini Milano.
- Manage both local and international communications by working closely with PR agencies
- Responsible for brand visual identity on-site and external communications relating to MARTINI Brand Homes, working closely with both Global and local brand Teams (as well as their agencies)
- Work within the wider Bacardi business when launching new content to ensure compliance, social responsibility, legal and brand approval
- Develop and plan new tour offers and experiences to ensure a fully on-brand experience for visitors with Martini Ambassador and the Martini Heritage Team
- Develop strategies in order to create new innovative ad hoc and periodic events to stimulate back-to-back visits and attract new potential audiences
- Create promotional events and experiences to promote the location itself, aiming to increase footfall and awareness
- Strengthen and enhance strategic local and international partnerships to promote Casa Martini and increase visitor's experiences.
- Work closely with "Consorti", T.O. and agencies to create specific tourist packages in order to promote the brand home, signing ad hoc agreements with them.
- Manage the distribution of promotional materials at the main touristic touch point in the area
- Attend the major tourism and related trade fairs – i.e. TTG or BIT – in order to promote Casa and Terrazza Martini, focusing on drive the business by new connections.
- Working in partnership with Global marketing team to maximize revenues and improve on how to attract the target consumer, signing deals with event partners and focusing on increase visitors.
- Responsible for Martini Ecommerce figures and sales, building on top marketing strategies to support the target reach, including digital promotion via media agency, newsletter and website

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March 2015 – May 2019

Risorgimento Srl – Del Cambio Group

Manages the Michelin-starred restaurant Del Cambio, the Bar Cavour American bar, and the Farmacia Del Cambio.

Event Manager

- Responsible for the Internal&External Communication of 3 different retailers (annual turnover: +15,70% PY)
- Definition of Sales & Marketing strategy
- Benchmark analysis and definition of new business opportunities
- Definition of annual marketing and communication plan to ensure to be compliant with high-quality standards of premium brand
- Leading projects and events and being responsible for budgeting, cost variances, timing and quality
- Creation of proof-reading and testing newsletter campaigns
- Customer Relations representative showing the strong capability to build trust

EDUCATION & TRAINING

- From – To 2019
- Institute&Studies **Master (II level) in Marketing & Communication Management**
- Main competences Marketing plan and analysis, Targets and evaluation KPI, Digital Customer Experience, Media planning, Integrated communication plan
24ORE Business School - Milano

- From – To 2011- 2012
- Institute&Studies **Master (II level) Management of Cultural Heritage**
- Main competences Museum management, heritage marketing and communication, museum educational, economy
Università Cattolica del Sacro Cuore – Milano

- From – To 2008 - 2011
- Institute&Studies **MA in History of archeological and historical heritage (110 cum laude)**
- Main competences Study and critical analysis of archaeological sites, museum educational
Università degli studi di Torino

LANGUAGE SKILLS

Language	Written	Spoken	Understanding
Italian	Mother Tongue	Mother Tongue	Mother Tongue
English	Fluent	Fluently	Fluent

ORGANIZATIONAL & TECHNICAL SKILLS

Very strong organizational and leadership skills, teamwork as a squad and completely target driven. Problem solving and analysis attitude crossed with a multi-project management. Very good knowledge of Microsoft Office pack (Word, Excel, Power Point, Access).