



CLIO ZANON

ABOUT ME

I am a professional with 15 years of multifaceted experience in **marketing and communications** developed in several industries: exhibitions, telco, publishing, luxury, automotive, IT, media.

My professional background allows me to think and implement Digital Communications and Marketing Projects, build the right content strategy and organize successful events. I have an entrepreneurial way of working and I love creating omnichannel contents. I'm a **multi-potentialite**. I'm used to work with interfunctional and international teams. I am passionate about **engaging and empowering people** and I'm a very empathetic person.

LANGUAGES

ENGLISH: fluent

FRENCH: intermediate

SPANISH: basic

DIGITAL MARKETING AND
COMMUNICATIONS
INTERNAL COMMS & EVENTS
CONTENT STRATEGY

EXPERIENCE

2014 to present **FIERA MILANO, MILAN, ITALY**
Ipackima srl

MARKETING & COMMUNICATIONS EXPERT

DIGITAL MARKETING & COMMUNICATIONS

- Tasked to manage digital content strategy for several channels (websites, social media, newsletters and DEM) for B2B exhibitions
- Creating multichannel contents with a specific focus on industry, packaging, processing and pharma sectors
- Responsible for analysis and reporting of all social media, newsletter, DEM, adv and websites metrics
- Monitoring and advising on digital and social media marketing trends
- Dealing with external stakeholders (suppliers, consultants, agencies, clients, market research companies, associations, Foundations)

INTERNAL COMMUNICATIONS

- Project Manager for the new intranet development
- Organizing internal events
- Training activities

OFFLINE COMMUNICATIONS AND EVENTS

- Conferences, events and workshops organization (budgeting, invitation management, communication, event realization, follow-up)
- Production of promotional material (brochures, flyers, totem, adv)

SKILLS

Content Creation	●●●●●
Digital Projects	●●●●●
Project Management	●●●●●
Public Speaking	●●●●●
Office and Adobe	●●●●●
Strategy	●●●●●

DIGITAL SKILLS

Office 365, Teams & Planning
Contactlab
Salesforce Marketing Cloud
Hootsuite
Google/Fb/IG/LinkedIn Ads
Wordpress
Google Analytics

INTERESTS & HOBBIES

Writing for social media
Acting (ADV/YouTube)
Founder of Nolo Moms Group & Nolo Host Group
Children's Books & Graphic Novels
Boxing & Yoga

2011 **VODAFONE ITALIA, MILAN, ITALY**

INTERNAL COMMUNICATIONS SPECIALIST

- Acting in several videos dedicated to colleagues and training
- Creating editorial plans for the internal social network "NoiLab"
- Writing contents for the intranet, organising interviews, shooting and video
- Organising internal events on and off site: canvass shows, meetings with CEO, management meetings, Children's Day, Christmas' Party, team building activities, Sales Meetings

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2009 **SYMANTEC, MILAN, ITALY**

EXECUTIVE ASSISTANT

- Working with the EMEA director to coordinate and supervise daily operations
- Organising and managing meetings, trips and events
- Assisting in developing and implementing plans and goals for the department
- Undertaking staffing responsibilities
- Assisting in budgeting and monitoring expenses
- Creating reports and submitting them to the director

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2006-
2009

PREVIOUS EXPERIENCES

- I've worked for several companies in Italy (Publitalia '80, Versace, RCS Mediagroup, Gallucci Editore) filling multiple roles in communications, press office and events. I also had an experience in Paris, working at Flammarion in the Foreign Rights Department in a french team.

EDUCATION

MIP POLITECNICO DI MILANO & NEOMA BUSINESS SCHOOL (REIMS - FRANCE)

2013 - 2014 | International Master Degree in Luxury Management

LUIGI BOCCONI UNIVERSITY

2002-2007 | Master Degree in Economics for Art, Culture and Communications