



Emiliana Papeo

<http://emilianapapeo.com>

Work Experience

September 2009 → Ongoing

// Foote Cone & Belding Communications Milan //

Worldwide network of integrated communication

Account Manager

Client: **Mondelez International** (March 2016 - ongoing)

Business Units: FMCG, snacking

Brands: **Oreo, Tuc**

- Management and implementation of integrated communication projects (TV campaign, radio, web, social media, btl, event) for the local re-launch of Oreo brand.
- Development of strategic documents of brand/product re-positioning, trendscape marketing documents (new communication trends alert), both at local and international levels.
- Social media strategy and monitoring of new social trends (management of Facebook editorial plan dedicated to Oreo local special project)
- Production of communication concepts and qualitative tests analysis for new launches.
- Budget allocations and invoice process management.
- Coordination of relationship with hub international agency of London and creative-strategic support in the relationship client-media agency and btl agencies.
- Local adaptations of International campaigns and master materials (mainly for Tuc brand)

Client: **Alpargatas** (June 2016 - ongoing)

Business Units: Fashion

Brand: **Havaianas**

- Creative support to Havaianas dedicated events
- Management of the local Facebook page and development of the monthly editorial plans
- Development of strategic documents, monthly reports, analysis and monitoring of the new social trends
- Budget allocations and invoice process management.
- Coordination of relationship with hub international agency of London
- Local adaptations of social International plans

Client: **Jacuzzi Europe SpA** (March 2016 – September 2016)

Business Units: hydromassage bathtub

- Management, creative development and production of the B2B product catalogue
- Development of the brand re-positioning communication strategy in B2B marketplace
- Budget allocations and invoice process management.
- Local adaptations of International communication master materials

Client: **Beiersdorf Spa** (June 2011 - March 2016)

Business Units: Corporate Communication, Face Care, Body Care, Sun Care, Baby Care

Brands: **NIVEA Brand, NIVEA Face, NIVEA Body, NIVEA Sun, NIVEA Baby**

- Management and implementation of Corporate projects, supporting the client to arrange events and PR activities and to coordinate the different suppliers
- Development of integrated communication projects (TV campaigns, print, radio, web, outdoor, point of sale) for new launches, materials production and coordination, both at local and Southern Europe cluster levels
- Production of communication concepts and qualitative test analysis for new launches
- Participation to the focus groups and analysis of results
- Development of strategic documents concerning brand/product positioning, category brand reviews, trendscape marketing documents (new communication trends alert), both at local and International levels
- Monitoring and analysis of competitors, both at local and International levels
- Strategic support to the client for managing the relationship with media and digital agencies, in order to develop media plans
- Budget allocations and invoice process management
- Coordination of relationship with the Network agencies and the hub International agency of Hamburg
- Management of communication master material for local and international adaptations

Date of birth

12 Febbraio 1981

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Pinterest

<http://goo.gl/KSbTjU>

Instagram

<http://goo.gl/H2RP4V>

Foursquare

<http://goo.gl/BFUSxn>

September 2011 - March 2012

Detachment Contract at **Beiersdorf SpA** - Shopper&Customer/Superior POS division to:

- support the management of the communication activities at POS
- support the development of the new POS materials platform
- store check and analysis of in store activities

Client: **Acqua di Parma** (January 2013 - January 2014)

Business Unit: **Perfumery**

- Management of the relationship Client-Draftfcb London for the implementation of the project supporting web and digital PR activity plan 2013

Client: **SC Johnson** (September 2009 - May 2011)

Business Unit: **Pest Control**

Brands: **Raid, Baygon, Autan, Off!**

- Management of test pre-phases and phases, using neuromarketing methodologies (Eyetracking and EEG Biofeedback)
- Production of communication concepts and analysis of test results
- Production of strategic documents of shopper and retailer insights, competitive analysis and brand/product positioning at POS, brand activation at POS, category/shelf management
- Management of the creative materials/tools and implementation of the new Pest Control shelf at POS.

Client: **Fiat Group Automobiles** (September 2009 - December 2010)

Business Unit: **Automotive**

Brands: **Fiat, Lancia, Alfa Romeo**

- Management of International DM and DEM campaign
- Studio and production of master materials for all the countries
- Budget allocations and invoice process management

Pitches: **Fiat Group - Alfa Romeo** (development of the website alfisti.it with a dedicated activity digital plan)
Ferrero (Yogurette launch – digital/in store campaign), **Luxottica** (promotional and btl International campaign for eyeglasses brands), **Gruppo Indesit** (launch of a new line of appliances – 360 communication campaign)
Beck's (integrated communication campaign for the launch of a new line of products)

January 2006 → December 2008

// **EuroIDEES Aisbl - Bruxelles** //

Association of European projects and pr

Communication and PR Manager

- Management of European events, press release, relationship with European press and the European Institutions, production of the association monthly newsletter

March 2005 → December 2005

// **Baba Consulting – Milano** //

Institute of market research, scenario analysis and strategic consulting.

Strategic Planner and insight strategist

Clients: **Publicis** (for Lange-Dynastar, Cadbury, Alleanza Assicurazioni, Danone, La Cremeria),
Armando Testa (for Corriere della Sera), **MTV**, **Pinko**, **Acqua di Giò**

November 2003 → February 2004

// **Marzotto Spa-Valdarno (VC)** //

Fashion company

Communications division

Brands: **Marlboro Classics**, **Missoni**, **UL Trendy**

Education

2009

Master's Degree (1 year full time)

Brand Communication – Politecnico of Milan

The project, the creation and the management of the brand (committed by POLI.design and AssoComunicazione)

2004

Bachelor's Degree in Science of Communications (5 years)

University of Boulogne

Title of thesis: "The semiotic approach supporting the evolution marketing. The corporate communication analysis of Marzotto Group"

1999

High school diploma (classical studies)

"F. De Sanctis", Trani

Languages

Italian mother tongue, English fluent, French proficient

Certificates

2012 Business English&Public Speaking at British Council, Milan

2007 English Certificate at Institute Fernand Coq, Brussels

2007 French Certification at Institute Fernand Coq, Brussels

Awards

2017 NC Awards - Best holistic campaign - Oreo pieno di immaginazione

Hobbies and cultural activities

From January 2016: Airbnb Italia - Community leader

Creative writing course (Feltrinelli – Milan), squash, swimming

(previously: competitive volleyball, piano, classic and modern dance, theatre).

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