



curriculum vitae

PERSONAL INFORMATION

Surname	Giacomelli
Name	Sara
Address	
Telephone	
E-mail	sara.giacomelli@polimi.it

Nationality	Italian
Date of birth	04/08/1996

Education and training

• Date (from – to)	2022 – to date
• Name and type of organisation providing education and training	Politecnico di Milano PhD in Management Engineering 38th cycle
Duration of the program of study	3 years
• Principal subjects/occupational skills covered	Research field “Driving Brand Equity In B2B Contexts”. The PhD research project aims at identifying how to drive brand equity in a B2B context through digital touchpoints. The study will show how, by leveraging digital assets and new rising tools, in particular the Metaverse and the use of NFTs, with a proper brand management and marketing strategy, Simonelli Group can enhance its brand equity. Finally, the research investigates the possibility of identifying qualitative and quantitative KPIs to assess such equity.

• Date (from – to)	2018-2020
• Name and type of organisation providing education and training	Università Politecnica delle Marche
Duration of the program of study	2 years
• Principal subjects/occupational skills covered	General training on main economics topics, including international marketing, digital marketing, project management, human resources management, statistics, teamworking, logistics and international tax law. All courses are held in English and include intensive courses with international professors and students.
• Title of qualification awarded	Master's degree in International Economics and Commerce - Business Organization and Strategy
Final mark obtained	110 cum laude/110

• Date (from – to)	2015-2018
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• Name and type of organisation providing education and training	Università degli Studi di Urbino
Duration of the program of study	3 years
• Principal subjects/occupational skills covered	Deep training on two foreign languages: English and Spanish. The teaching of the foreign languages is applied to economics and business topics. Plus, good knowledge of economics subjects such as marketing, ICT, Intercultural communication, international economics.
• Title of qualification awarded	Degree in Foreign Languages for Business
Final mark obtained	110/110

graduation thesis

Title	"Relationship Marketing and digital strategy in B2B: the case of a consulting firm"
Language	English
Supervisor	Sara Bartoloni
Thesis Summary	My thesis aims at understanding how the digitalization changed business to-business relationships. The rising of new media and digital tools have profoundly changed the business environment and B2B buyers' behaviours. B2B customer are becoming more empowered and less reliant on traditional selling initiatives. In fact, they increasingly use digital channels in their purchasing journeys. As a result, firms are encouraged to integrate traditional touchpoints with digital ones. Since the B2B customer is online, selling organization should be present as well with a planned strategy. The case study originates from the experience in a local firm that showed interest in expanding its presence online. By developing and implementing a digital strategy, the firm was able to leverage digital touchpoints in an effective way for generating new business opportunities. These findings might be extended to other B2B organization to leverage the opportunities given by the digital touchpoints when building and maintaining long-lasting business relationships.

certifications

Certifications of language knowledge	English: Cambridge English Level 1 Certificate in ESOL International – First Certificate in English – Level B2 – Grade B. Date of issue 01/05/2015
	Spanish: Diploma de Espanol como Lengua Extranjera (DELE) – Level B2 – Grade APTO. Date of issue 08/08/2014
	French: Diplome d'études en Langue Francaise DELF B1 – Grade 74/100. Date of issue: 18/12/2012

Work experience, stages, studies abroad

• Date (from – to)	01/04/2021 – 31/10/2022
• Name and address of firm/university	Simonelli Group SpA, Via E. Betti 1, Belforte del Chienti (MC), Italy.
• Type of business or sector	Professional coffee machines manufacturer
• Type of employment	Digital Marketing Specialist
• Main activities and responsibilities	Responsible for implementing digital strategies in compliance with the brand image, monitoring KPIs and actively managing the contents of social channels and websites in order to achieve the objectives agreed with the Management, monitoring and coordinating SEO activities and integrated Digital Marketing campaigns, and to coordinate communication agencies to plan activities. Management of CRM Marketing module, email marketing, website update, data analysis.

• Date (from – to)	11/01/2021 - 01/04/2021
• Name and address of firm/university	Simonelli Group SpA, Via E. Betti 1, Belforte del Chienti (MC), Italy.
• Type of business or sector	Professional coffee machines manufacturer

• Type of employment	Digital Marketing Trainee
• Main activities and responsibilities	Responsible for implementing digital strategies in compliance with the brand image, monitoring KPIs and actively managing the contents of social channels and websites in order to achieve the objectives agreed with the Management; monitoring and coordinating SEO activities and integrated Digital Marketing campaigns, and to coordinate communication agencies to plan activities. Management of CRM Marketing module, email marketing, website update, data analysis.

• Date (from – to)	18/05/2020 – 16/10/2020
• Name and address of firm/university	RES Consulting, Via Pesaro, 85, Potenza Picena (MC), Italy.
• Type of business or sector	Tax and administrative consultancy
• Type of employment	Digital Marketing Trainee
• Main activities and responsibilities	Analysis of online competitors, analysis of the company's online presence; management and development of a digital marketing strategy; LinkedIn profile management; content creation

• Date (from – to)	02/2018 – 04/2018
• Name and address of firm/university	Study&Work Assist International, 68 Abbey Street Middle, Dublin 1, Ireland
• Type of business or sector	Educational services
• Type of employment	Trainee (Erasmus Traineeship Program)
• Main activities and responsibilities	Research and study of services; contact with potential Italian Partners for collaborations; marketing plan for the Italian market; customer care

• Date (from – to)	23/06/2014 – 13/07/2014
• Name and address of firm/university	Cherubina, C/Muñoz Olivé, nº7 41001 Sevilla, Spain.
• Type of business or sector	Fashion boutique
• Type of employment	Trainee (Project “Leonardo” Regione Marche)
• Main activities and responsibilities	Hand-made garments in the boutique's workshop. Quality control, fitting and redefinition of the details of clothes and accessories, entirely handmade.

Personal skills and competences

Acquired in the course of life and career but not necessarily evidenced by formal certificates and diplomas.

Mother tongue	Italian
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Other language(s)

	English
• reading	Excellent
• writing	Excellent
• speaking	Excellent

	Spanish
• reading	Good
• writing	Good
• speaking	Good

	French
• reading	Elementary
• writing	Elementary

• speaking	Elementary
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Social skills and competences <i>Living and working with other people, in multicultural environments, in positions where communication is important and situations where teamwork is essential (e.g. Culture and sports), etc.</i>	<p>Thanks to my experience abroad during my traineeships in Ireland and Spain, I had the chance to live in big cities and meet people from all over the world. This helped me to get in touch with different languages, cultures, and habits. Moreover, working in an international environment has taught me to deal with different situations and multicultural teams. During university and my work experience, especially in Simonelli Group, I have the opportunity to work with international teams and stay in touch with different cultures every day. This increased my empathy and intercultural communication skills. Additionally, I have practiced Karate at a competitive level for 11 years, a sport that has taught me discipline and commitment.</p>
Organisational skills and competences <i>E.g. coordination and management of people, projects and budgets; at work, in voluntary work (e.g. culture and sports) and at home, etc.</i>	<p>During my master's degree study path, I learned to work in international teams with students and professors coming from different parts of the world. This has helped me also during my work experience after university, where I take part in internal inter-functional projects and in teamwork with the rest of the marketing department. In addition to that, I have improved my time management, learning to prioritize and finalize everyday tasks.</p>
Technical skills and competences <i>With computers, specific kinds of equipment, machinery, etc.</i>	<p>I am able to use different technological devices like computers, mobile phones, tablet with both iOS and Android systems. Good knowledge of Microsoft Office suite.</p>