

# NAOMI DI CARLO



## CONTACT

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## PROFILE

An accomplished and driven professional working in Brand Marketing and Food and Beverages Industry with a Masters in Food and Wine Management.

Experienced at delivering ambitious projects challenging the status quo and a strong leader and team player.

Business-focused, efficient and organised with excellent problem-solving ability. Possess a genuine passion for sustainable initiatives and innovation.

## LANGUAGES

ITALIAN, native

ENGLISH, advanced

SPANISH, intermediate

FRENCH, beginner

## IT SKILLS

Digital Marketing and Social Management course | *present*

Advanced Excel Course at 24Ore Business School | 2020

ECDL Full Standard Certificate | 2018

## EDUCATION

### MASTER DEGREE IN FOOD AND WINE MANAGEMENT

24Ore Business School | Milan | November 2019 - May 2020

- Core subjects of specialization: communication plan and advertising communication; digital marketing; trade marketing; economics and management of the food and wine business
- Project work: The Coca-Cola Company; Roadhouse; Löwengrube

### BACHELOR DEGREE IN PUBLIC RELATIONS AND CORPORATE COMMUNICATION

IULM University | Milan | 2015 - 2018

- Dissertation in Photography: Photography and Surrealism. The case of Manuel Archain.
- Project work: San Carlo; Colussi Group

## PROFESSIONAL EXPERIENCE

### BRAND SPECIALIST | CONTADI CASTALDI

Terra Moretti Vino, Erbusco | September 2021 - June 2023

- Redefining a new marketing and communication strategy, both long-term and short-term to reach the target audience
- Analyse brand positioning and consumer insights
- Shape and communicate the brand's new vision and mission through above and below the line comms such as through social media and running events
- Translate brand elements into plans and go-to-market strategies working with trade team and organising events
- Co-operating with different departments to develop and launch a new product, liaising with and managing stakeholder groups
- Reporting on insights, managing a budget and meeting key targets

### JUNIOR MARKETING SPECIALIST

Terra Moretti Vino, Erbusco | March 2021 - August 2021

### MARKETING INTERN

Terra Moretti Vino, Erbusco | August 2020 - February 2021

### MARKETING EXECUTIVE

Quiris Media Ltd, London | June 2019 - November 2019

- Working in a team to organize the 2019 edition of Bellavita Expo London, the leading Mediterranean F&B trade show
- Overseeing and developing marketing campaigns
- Organising events and product exhibitions at the fair such as cooking shows and wine tastings
- Maintaining relationship with media partners and managing campaigns on social media (Instagram, Facebook, LinkedIn, Twitter)

### SALES AGENT

GIV - Gruppo Italiano Vini, Verona | April 2016

- Launching of a new project at Vinitaly called "I Nobel", a selection of the 12 most successful wines
- Dealing with all requests and enquiries in an efficient and professional manner

## OTHER EXPERIENCE

BEACH CLEANING, Chioggia (VE) | November 2018

VOLUNTEERING INDIA, Trivandrum | August 2015

VOLUNTEERING GIORDANIA, Zarqa | July 2014