

## SERENA TOSO

Marketing Professional



### CONTACT INFORMATION

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Location: Castelfranco Veneto, Treviso, Italy

Available to travel (Italy/abroad)

### PROFESSIONAL PROFILE

Marketing professional with 8+ years of experience specializing in data-driven marketing strategy and digital marketing. Proven track record in implementing marketing strategies from ground up, managing multi-channel campaigns, and driving initiatives across B2B industries.

### CORE COMPETENCIES

#### Marketing Strategy & Analytics

- Lead generation strategy
- Campaign performance analysis
- Competitive market research
- Sales data analysis
- Marketing activities plan
- ROI measurement
- Sales funnel development

#### Digital Marketing

- Multi-channel campaign management
- Content strategy
- Email marketing
- Social media management
- Basic paid adv (Google/Meta)
- LinkedIn Sales Navigator

#### Project Management

- Cross-functional team leadership
- Budget management (100k)
- Brand development
- Stakeholder communication
- Agencies coordination
- Trade fair organization

### PROFESSIONAL EXPERIENCE

#### Marketing Manager & Product Specialist | IPC by Tennant Company (May 2023 – Oct 2024)

Led product marketing strategy and analysis for cleaning equipment manufacturer.

Key Achievements:

- Developed B2B lead generation strategy in collaboration with external agencies, aligning marketing activities with sales funnel stages
- Successfully generated and converted a €50K client through LinkedIn Sales Navigator contact campaign
- Coordinated cross-functional teams across marketing operations, R&D, and sales departments
- Worked closely with sales team to analyze market scenario and competitor arena
- Developed comprehensive sales funnel strategy with targeted materials for each stage
- Conducted comprehensive competitor pricing analysis to optimize product positioning
- Led successful new product launch of janitorial equipment
- Implemented data-driven social media campaigns based on sales analysis
- Developed technical documentation and marketing materials
- Established product performance tracking system

#### Marketing Manager | Florian SpA (Oct 2021 – Apr 2023)

Established and led marketing operations for a 15-company European wood sector group.

Key Achievements:

- Built marketing strategy and structure from ground up, implementing first-ever comprehensive marketing plan
- Successfully organized and managed 7 international trade fairs and corporate events

- Implemented comprehensive digital marketing strategy across social media, email, and web platforms
- Oversaw lead generation initiatives across digital channels, coordinating with agencies to optimize campaign performance
- Developed data-driven approach to campaign optimization using analytics tools
- Coordinated team of internal resources and external agencies

#### **Marketing & Communication Coordinator | Breton S.p.A. (Nov 2017 – Sept 2021)**

Led strategic marketing initiatives for B2B industrial manufacturer.

Key Achievements:

- Managed complete brand identity refresh in collaboration with Univisual (Milan-based brand agency)
- Led strategic analysis and development of new brand positioning and personality
- Implemented new global communication standards across all touchpoints
- Managed two-person team across multiple strategic projects
- Established corporate communications function including press office
- Created documentation and guidelines for consistent brand application worldwide

Previous Roles

#### **Internal Marketing & Communication Coordinator | Breton S.p.A. (2016-2018)**

- Led internal communication strategy development based on employee feedback analysis
- Implemented communication improvement initiatives across departments

#### **Junior Marketing Consultant | Ringloo Srl (2016)**

#### **Italy Marketing Associate | CRCC Asia (2013-2014)**

### **EDUCATION & CERTIFICATIONS**

- Master Degree in Web Marketing & Digital Communication | IUSVE (2016)
- Agile Marketing for Project Management | Agile Marketing Italia© (2020/21)
- The Brand as a Business Lever | Brand Identikit Academy (2019)
- Bachelor Degree in Communication | Università degli Studi di Padova (2014)

### **TECHNICAL SKILLS**

- Analytics Tools: Google Analytics, Excel for data analysis
- Marketing Platforms: Mailchimp, MailUp, Active Campaign, Google Ads, Meta Ads
- CRM System: Salesforce (basic), Hubspot (basic)
- Project Management: Trello, Microsoft Project
- Design: Adobe Suite (Ai, Pr, Ps)
- CMS: WordPress, WooCommerce

### **LANGUAGES**

- Italian: Native
- English: Professional
- German: Intermediate
- French: Intermediate

### **SOFT SKILLS**

Strategic thinking | Data-driven decision making | Problem-solving | Cross-functional collaboration | Continuous learning | Adaptability | Enthusiast and motivating person

A problem-solver and continuous learner with a passion for understanding how things work. Years of diverse industries experiences and my enthusiasm for taking on new challenges have shaped my analytical mindset and adaptability. My passion for sports (swimming and volley) reflects in my professional approach - goal-oriented and energetic.

My love for travel and experiencing different cultures has enhanced my ability to work effectively across diverse teams and international markets. This global mindset, combined with my natural curiosity and people-oriented personality, enables me to build strong relationships with stakeholders at all levels -from technical teams to C-suite executives.

This blend of professional drive and personal interests makes me particularly effective in dynamic, growing organizations where flexibility and enthusiasm for continuous improvement are essential.

Core Traits:

- Self-starter mentality with strong initiative
- Problem-solver
- Effective stakeholder management
- Quick learner with high adaptability
- Results-driven with hands-on approach

I authorize the processing of my personal data pursuant to Legislative Decree 196 of June 30, 2003 and Article 13 of the GDPR (EU Regulation 2016/679) for the purposes of personnel research and selection.

A handwritten signature in black ink, appearing to read "Serena T." with a stylized flourish at the end.