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05 aprile 1982

Stradella delle Beccariette 10 -Vicenza

Sarah Colpo

Education

05/2009 – 01/2010: Masters of Retail Management and Marketing,
Cuoia Institute, Vicenza (Italy)
Winner of the scholarship offered by *Dainese S.p.A.*

02/2005 – 06/2007: Foreign Languages and Communication (German –
English)
University of Padua (Italy)
Grade: 106/110

10/2001–11/2004: Bachelors of Arts - Languages and Communication
IULM University, Milan (Italy)
Grade: 110 e lode/110

1996 – 2001: High School Diploma in Languages (English, French, German)
High School L. Pavoni, Vicenza (Italy)
Grade: 98/100

Skills & Assets

Languages:

English: fluent (written and spoken)

German: fluent (written and spoken)

French: proficient (written and spoken)

Software:

Mac Os, Microsoft Office Suite, Lotus Notes, AS400, Photoshop

Professional Experience

Group Brand Manager

06/2018 – present

FITT SPA – Vicenza (Italy)

- Propose and collaborate with the Brand Managers to develop the marketing plan (objectives, priorities, marketing mix) aligning with the business strategies
- Develop in detail marketing actions (launch, promotional activities, digital marketing activities, etc.) optimizing the budget assigned to the brand
- Generate creative ideas for the brands assigned with the aim of identifying potential business initiatives
- Maintain and establish relations with external agencies on each individual communication project
- Responsible for the promotion and strategies to establish and grow the brand presence in the market
- Coordinate with other departments in launching new products to meet company expectations, strategies and goals
- Develop, monitor and control brand management budget

fi'zi:k® Marketing Manager

09/2012 – 05/2017

SELLE ROYAL SPA - Vicenza (Italy)

- Create the strategic annual marketing and communication plan
- Responsible of marketing global team: 3 Italian resources and 2 foreign on field resources (Usa, Germany)
- Responsible of key marketing partners globally to implement the brand communication pillars
- Develop of new communication ideas and marketing strategies for new products' launches both retail and digital
- Responsible for brand contents' creation: editorial publications, shooting, videos, visual identity
- Oversee the design, development, delivery and implementation of all in-store marketing and branding communication material
- Responsible of digital strategy: website, e-commerce sales, social media
- Manage worldwide Media and PR plan, creating creativity and contents
- Create, develop and market key events meant for B2B and B2C targets

AGV® Marketing Coordinator

10/2009 – 08/2012

DAINESE SPA – Vicenza (Italy)

- Responsible for the marketing and communication plan of AGV® brand
- Lead the development of advertising programs, materials, and promotions
- Lead the development and creation of trade marketing materials: catalogues, advertising pop tools, store displays and product packaging
- Manage the development and maintenance of the website and social media content
- Support Product Managers with product communication activities including packaging and catalogue development
- Work effectively across departments and geographic locations relating to marketing and communication activities
- Coordinate Dainese and AGV Marketing Events (Shows, In Store Event, Races...)

Business Development Coordinator

04/2008 – 04/2009

COMER SPA - Vicenza (Italy)

- Manage customer service to worldwide representatives including order management, logistics, communication with customers, accounts receivables
- Maintain and develop relationships with key customers

Customer Service Representative

06/2007 – 02/2008

BURGO GROUP SPA - Vicenza (Italy) & Munich (Germany)

- Germany: Manage relationships with German and Austrian customers with respect to logistics, communications, accounts receivable and accounts payable
- Italy: Manage relationships with Greek and Italian customers with respect to logistics, communications, accounts receivable and accounts payable

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