



IRENE PATECHI



24/01/1995, Padova



+39 3402712759



irene.patechi@gmail.com



Via dei Mocenigo, 3 - 20137 Milano



PROFILE INFO

I'm positive and proactive, interested in problem solving and passionate about strategic marketing since it stimulates both the analytical and creative parts of my brain.

I have a data-driven approach, but I truly believe in the importance of lateral thinking and teamwork both in professional and private life.

EDUCATION

Sep 2018 – Jan 2020

Master in Marketing & Communication

Università Commerciale L. Bocconi, Milano

Final mark: 108/110

Sep 2015 – Sep 2018

Bachelor's Degree in Economics

Università degli Studi di Padova, Padova

Final mark: 110/110

Sep 2010 – Jul 2015

High School Diploma (Scientific Studies)

Liceo Scientifico "E. Fermi", Padova

Final mark: 96/100

SOFTWARE SKILLS

Good knowledge of IRI, Nielsen and NPD

Deep knowledge of Office Suite, especially Excel and Power Point

Google Digital Marketing Certificate

Deep knowledge of Google Analytics, Lookerstudio, SimilarWeb, GWI

Basic Knowledge of PowerBI and GoogleAds

LANGUAGES

Italian: mothertongue

English: C1 Level

French: A2 Level

HOBBIES

Sports (tennis fanatic, volley, basket, fitness, padel, and what have you!)

Fiction book enthusiast: exploring endless worlds between the pages

Aspiring "nose": exploring scents as bottled magic, one whiff at a time



WORK EXPERIENCE

ACCOUNT MANAGER

Nov 2024–today

Webranking Srl

- Manage client relationships and oversee project planning and team coordination in Digital Marketing consultancy
- Drive project profitability and client growth through new business opportunities
- Liaise with key industry partners (Google, Meta, etc.) to introduce innovations like Marketing Mix Models and AI-based tools to enhance client strategies

KEY CLIENTS: Ikea, MaxMara Group, Imperial Fashion Group

DIGITAL DATA STRATEGIST

Nov 22–Nov 2024

Webranking Srl

- Analyze clients' strategic vision and business goals, conducting scenario and competition analyses to uncover insights that strategically guide their achievement
- Coordinate cross-functional teams in crafting integrated strategies for digital pitches, aligning proposals to secure new clients
- Collaborate with other business functions to develop dashboards and advanced tools for uncovering insights

KEY CLIENTS: Technogym, Versace, Prada, Miroglio Fashion Group

DIGITAL MARKETING SPECIALIST

Jun 2021–Nov 22

Andreas STIHL Spa

- Website implementation & e-commerce rollout
- Analyse quantitative and qualitative data, trends, strategies, and competition and create reports
- Develop the B2C annual marketing plan
- Coordinate digital agencies

BRAND MANAGER ASSISTANT

Nestlé Italiana Spa - Buitoni -

Jun 2020 – Jan 2021

Mattel Italia S.R.L - Barbie -

Set 2019 – May 2020

- Monitor and analyse brand performance metrics including sales volumes, market share trend, ros, sell in& sell out
- Develops and maintains a deep understanding of competitors, brands and consumption trends
- Support the full execution and delivery of marketing plan and numerous projects in conjunction with the Senior Brand Manager