

Martina Neri

PERFORMANCE CV EXAMPLE

An organised, confident and motivated Marketing Director with a ten-year-experience in Digital Marketing. Communicates confidently and effectively, leveraging the peculiarities of digital media, in order to achieve the best results possible. Always striving to go the extra mile in order to meet both deadlines and budgets. Seeking new challenges and responsibilities to progress career. **1**

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ACHIEVEMENTS **2**

- Promoted to the role of Marketing Director whilst at WorldBridge. **3**
- Finalist at the 2015 annual Awwwards competition with a personal project.
- Completed the ACME Crowdfunding initiative, raising €7,000 for charity. **4**

EXPERIENCE

Marketing Director

2016 - 2017

Corsidia

- opportunity-driven market analysis;
- new technologies and trends monitoring;
- campaign planning to exploit the identified opportunities;
- ensured all marketing campaigns were up to date and profitable;
- maximised ROIs through continuous A/B testing and results monitoring.

Project Manager

2013 - 2016

WorldBridge

- ensured delivery of several Digital Marketing campaigns;
- maximised ROI within budget, time and quality bounds;
- reported directly to management about progress and results;
- experimented with new DM channels such as ChatBots.

Digital Marketer

2007 - 2013

ACME Srl

- copywriting for the company blog;
- community Management related tasks;
- newsletters and DEM redaction;
- data analysis to calculate ROI.

QUALIFICATIONS **5**

IULM Master's Degree | 2006

IELTS English Certificate Level 7 (C1) | 2004

ECDL | 2002

First Aid at Work qualification

INTERESTS

Girl Guides – Assistant Leader – assisting in the running of a local Girl Guides group

Sports – swimming, running and keeping fit in general.

REFERENCES

Available on request.

Note

- 1 Si pone subito l'attenzione sulla decennale esperienza nel ruolo di PA, vero centro del CV impostato in questa maniera.
- 2 Martina ha creato una sezione **Achievements**, caratteristica comune del Performance CV. Viene utilizzata per mettere in evidenza traguardi e successi personali.
- 3 Indicare una promozione dimostra la fiducia accordata dai precedenti capi.
- 4 I successi anche extra lavorativi, come una raccolta fondi, denotano capacità di leadership.
- 5 Nel Performance CV la sezione qualifiche viene dopo la sezione esperienze. Serve a porre attenzione sulle esperienze professionali.

Credits: **Federico Marte**, **WorldBridge**



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