



Fedele Sforza

Ecommerce Omnichannel Management, Digital Marketing and Innovation projects, Freelance Advisor and Consultant

Milano, Metropolitan City of Milan, Italy

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Links

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Languages

Italian (Native)

English (Fluent)

Spanish (Work Proficiency)

About

More than 10 years working for Fashion & Lifestyle luxury & premium brands, specialising as: E-commerce manager, Omnichannel manager, Digital Project manager focusing on Digital Marketing, SEO and SEM, User Experience, Marketing automation and Web contents.

Actually i work as freelance consultant and university professor.

BRANDS WORKED WITH

Aspesi

Boggi Milano

Brunello cucinelli

Dondup

Experience

● Ecommerce and Digital Innovation Advisor

| Nov 2020 - Now

E-commerce setup and management, following the project from the idea to the online business growth

Omnichannel seamless experience, projects coordination, finding and implementing solutions

Content strategy coordinating the creation and planing to create a unique user experience

Online Business Strategy and commercial activities coordination, focusing on the growth

Online Business Analysis, budgeting controlling and P&L, searching the cost optimization

Digital Project Management back end and front end platform maintenance, evolving the project continuously

SEM Digital Performance Marketing and digital advertising full funnel, data and kpi driven

SEO positioning and creative copywriting, in continue optimization

Marketing Automation and multi-channels marketing activities, the lead acquisition is only the first step

CRM setup and project management, Clienteling and Customer Service activities, searching the loyalty

Brand Reputation, coordination of the strategy, marketing and commercial activities with global partners and marketplaces



● Head of Omnichannel Ecommerce

Boggi Milano | Feb 2019 - Dec 2020

- E-commerce management - Salesforce Commerce Cloud

- Omnichannel seamless experience coordination

- Online business strategy and commercial activities coordination

- Oversee the content planning and creation

- Business Trend analysis, budgeting controlling and P&L

- Digital Project Management back end and front end platform maintenance

- Web performance marketing SEO SEM and digital advertising

- Ecommerce analytics report - Google Analytics & Adform

- Overviewing the Marketing automation and mail marketing

- Co-ordination of digital activities of partners worldwide, contents, marketing and commercial activities

- Marketing automation and Customer Service activities - Salesforce Service & Marketing Cloud

- Management of on-line brand reputation

● Head of Ecommerce

Aspesi | May 2017 - Jan 2019

- E-commerce and CRM management - Salesforce Commerce Cloud

- CRM start-up and ongoing activities - Salesforce Service & Marketing Cloud

- Oversee the content planning and creation (photo, video, copywriting, translations)

- Photo-shooting process support

- Cross channel process support

- Trend analysis, merchandising forecast and buying
- Digital Project Management
- Web marketing SEO SEM DEM
- Analyzing the traffic (Google Analytics)
- Co-ordination of digital activities of partners and retailers worldwide
- Management of on-line brand reputation
- Budgeting and control

● Ecommerce Coordinator

Brunello cucinelli | Jan 2013 - Apr 2017

- Start-up project : Internalization of the E-commerce global business
- E-commerce management (Salesforce Commerce Cloud - Demandware)
- Content planning, creation and management (photo, video, copywriting, translations)
- Plan and support of "photo-shooting" process
- Cross channel: support to process creation, planning of roll-out and retail training
- Trend analysis, merchandising forecast in conjunction with the buying office
- Digital Project Planning & Management.
- Co-ordinate the creation of corporate websites (desktop & mobile)
- Web marketing SEO SEM DEM
- Analyzing the traffic (Google Analytics)
- Social Media monitoring
- Co-ordination of digital activities of partners and retailers worldwide
- Customer service support: Oracle Right Now software setup, training and co-ordination
- Budgeting and control
- Management of on-line brand reputation



● Digital Specialist

Dondup | Jun 2010 - Jan 2013

- Web project management: supporting the creation of the new websites and private community. Working side by side with web agencies, developer and photography team.
- Social media manager and private platform community manager.
- CRM (Salesforce Service), Email Marketing (create and improve campaigns, monitor and analyze - Magnews).
- SEO, Content creation and management.
- Analyzing the traffic (Google Analytics).
- Customer and competitor research.
- Meeting presentation.