Azzurra Valente

Client Engagement Manager

⊙ London, UK

⊘ Azzurra's availability **should be discussed**

Portfolio link

View profile on Dweet

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Project Management (Advanced)

Analysis Reports (Advanced)

Planning (Advanced)

Planning Budgeting & Forecasting (Ad...

Marketing Plan Creation (Intermediate)

Strategy Alignment (Intermediate)

Training Coordination (Advanced)

Training Assessment (Intermediate)

Languages

Italian (Native)

English (Fluent)

About

After working as senior legal advisor in the renewable energy sector for 3 years and after completing a master in fashion and luxury management, I decided to take the plunge and move to London and use my enthusiasm for the fashion industry! I loved new challenges I faced in the events organisation at Alexander McQueen and I thrived with the fast pacing growth during my years at Balenciaga. Here I had the opportunity to access high level trainings and to develop always new ideas and new projects to adapt the brand strategy to ever changing business needs (such as the Hub project during the pandemic and not only).
In this context I felt the need to deepen my knowledge in the client experience field and joined Burberry and then Armani Group as clients engagement manager. In all the brands I loved the process of growing and empowering people around me, providing constant training and collecting feedback to be always updated and relevant and obviously share values and set common goals to achieve.
I'm looking forward to set new boundaries and then exceed them.

BRANDS WORKED WITH

BALENCIAGA   BURBERRY, EMEIA   Giorgio Armani Group   MCQUEEN

Quintas Energy

Experience

⬤ Client Engagement Manager

Giorgio Armani Group | Jul 2022 - Now

Overseeing the UK CRM strategy for the Armani Group Brands – reporting to Head of Retail, dotted line into head of client engagement in Milan
•Plan and implement the CRM Strategy for the UK market (looking after 17 different stores – with various sub brands)
•Planning CRM campaigns and CRM Calendar within store activations and client experiences, with subsequent monitoring of the ROI
•Supporting the central team with the organisation of Fashion show and other central VIC events
•Sharing CRM reports implemented using power BI and Excel
•Creating ad hoc plan with the store managers to develop specific clients' segments and track gifting/experiences offered to each of them
•Data base maintenance merging and client's reassignment

⬤ Client engagement Assistant

BURBERRY, EMEIA | Jul 2021 - Jul 2022

Providing weekly, monthly, and quarterly CRM reports to the Client Engagement sub regional teams and other stakeholders
•Monitoring performance using Tableau
•Supporting in the organisation of clienteling activities at local level
•Monitoring of ROI and client activities planning
•Planning CRM campaigns and CRM Calendar
•Supporting the central team with the organisation of Fashion show and other central VIC events
•Reporting the competitors' actions to achieve new shares of business and clients

⬤ Retail Coordinator UK and Germany

BALENCIAGA | Feb 2019 - Jul 2021

Liaise with the Retail Director of Northern Europe to manage, create and update training materials, producing materials as needed for the morning briefs in compliance with the guidelines provided from the HQ
•Responsible for following up the clientelling campaigns in store
•Organise dedicated refresh for the teams in store about Luce and how to follow up the clienteling campaigns
•Propose concepts for events in stores for targeted clients
•Liaise with third parties (department stores, art galleries, concierge,

hotels, styling companies etc) to develop business partnerships
•Reporting regarding the store's performance and the clienteling activities
•Klient analytics extractions to monitor the clientele patterns and to action and follow up tailored action plans with the store managers
•Reporting the competitors' actions to achieve new shares of business and clients
•Data Quality Management with Siebel: on demand merging and manual merging on BSM portal
•Work closely with various departments: Client Engagement, Performance, Training, Buying, Press, Finance to coordinate all the stores activities
•Omnichannel services follow up and updates on different tools (store DB, Omni app etc)

CRM & Events graduate trainee

MCQUEEN | Sep 2018 - Feb 2019

CRM Data Analysis (Customers KPIs) and support in the drafting of the relative reports
•Support in the Events organisations (Fashion shows, clients activation experience in store, partnership with third parties to organise VVIC experience etc)
•Support in the Guidelines draft (for the stores and general internal training drafting, using PowerPoint) for different topics (Luce, standard of drink service in store, Tone of voice with clients etc)
•Gifting campaign follow up for different celebrations (Christmas, Chinese New Year, Eid etc)
•Support the WW CRM manager's activities in the everyday duties
•DQM: follow up the data quality management routine on monthly bases from collecting the duplicates of different regions to manual merging on BSM

Senior Legal Advisor

Quintas Energy | Sep 2015 - Nov 2017

Ensuring compliance of the photo-voltaic plants with their obligations, permits, licenses, finance agreements and other project contracts (O&M, EPC etc)
•Contracts drafting and reviewing
•Issue prompt notice to contractors regarding incidents and/or breaches in their obligations and duties
•Updating Quintas Energy's clients interface systems
•Monitoring and follow-up legal lawsuits, taking the appropriate actions to close them satisfactorily with detailed reporting
•Legal due diligence
•Reporting activities for the Shareholders (hedge fund, shareholders etc.)
•Coordination with the engineering and financial departments, ensuring dedicated teamwork