

Fabio Novarino

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Professional Experiences

EMAIL MARKETING CAMPAIGN TEAM LEADER

YOOX GROUP SPA MILAN – APRIL 2012 - ONGOING

- Selection and setup new Email Marketing Platform
- Mobile responsive design research and setup
- Direct Marketing Campaign Strategy and Development
- Content Production Management and Working Flow Control
- Information Flow Management and Efficiency Control
- Analysis, Research and Development of New Technology Features
- Research and Team coaching
- Grow e-mail programs against specific sales goal
- Analyze, plan, execute and continuously improve the email program
- Analytical skills and creativity in building new email programs with the CRM team
- Monitor the performance of automated email programs and escalate any performance issues appropriately
- Track, report, and analyze email campaign performance.

SETUP CAMPAIGN DEVELOPMENT TEAM ASIA

YOOX GROUP SPA HONG KONG – OCTOBER 2013

- Selection and recruitment
- Workflow Setup
- Email Marketing Platform Training

EMAIL MARKETING DEVELOPER

YOOX GROUP SPA MILAN – 2008 - 2012

- Prepare and test HTML email campaign
- Run manual email programs
- Graphic and Web Design support

WEB DESIGNER

FREELANCE – 2007

- Web site setup, maintenance and optimization
- Web design

WEB DESIGNER

BLOGOSFERE SRL MILAN – 2006

- Web design
- Blog setup
- Help Desk

VISUAL DESIGNER
MONDO SPA ALBA – 2005

- Packaging
- Advertising

Skills

- Software: Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Indesign, Adobe Flash, FTP, MS Office
- OS: Mac and PC
- Email Marketing Platform: Contactlab, Campaign Monitor, MailChimp, CheetahMail
- Direct Marketing Campaign Strategy and Development
- Content Production Management **and** Working Flow Control
- Information Flow Management and Efficiency Control
- Daily Activity and Monthly Task Planning
- Vendors Relationship Management
- Analysis, Research and Development of New Technology Features
- Graphic and Web Design

Education

- "Scienze di Internet", Università degli studi di Bologna - 2001/2004
- "Leadership and management of employees" Class - 2011
- "Excel" Class - 2010
- "Web Designer - Photoshop&Dreamweaver" Course - 2005
- "Web Developer - HTML & CSS" Course - 2006
- "Wordpress" - 2012

Languages

Italian/Mother tongue, English/Fluent, French/Basic

Hobbies

- Innovation, Mobile and new technology
- Music
- Travel