

CHIARA DE POL

SOCIAL MEDIA MARKETING
INFLUENCER MARKETING
DIGITAL PR
STRATEGIC & CREATIVE COMMUNICATION

WORK EXPERIENCE

DIGITAL COMMUNICATION MANAGER VICE HEAD AREA BRAND & COMMUNICATION MEMBER OF THE STRATEGIC EDITORIAL BOARD

Trentino Marketing | 2021 - today

- Head of the Social Media Team
- . Head of the Influencer Marketing and Digital PR Team
- . Head of Communication of great events (Festival dell'Economia 2022-23-24, Festival dello Sport 2022-23-24, I Suoni delle Dolomiti 2023-2024).

These festivals are among the biggest and most popular in Italy in their specific field and normally attract up to 50.000 people in Trento.

MAIN ROLES:

Strategic Plan definition, KPI setting, responsible of the budget, team manager

- Brainstormed campaign concepts
- . Coordinated the team
- Coordinated the stakeholders and partners
- Data driven communication (track, record and performance data evaluation)
- . Supervisor for the legal contracts related to IM & SMM
- Researched and established contacts and analyzing offers
- . Crisis Management

INFLUENCER MARKETING & DIGITAL PR SPECIALIST

Trentino Marketing | 2017- 2021

- Support in the definition of the Strategic Plan, KPI setting, responsible of the budget
- Worked with/and coordinated the Smm team
- Track, record and performance data evaluation
- Researched and established contacts and analyzing offers
- Digital content media trends

MEDIA & PR OFFICER

Trentino Marketing | 2009 - 2016

- Public Relations with the most important medias of Europe (main States: UK, NL, CZ, PL, ITA)
- Organization of international press trips and press conferences
- Coordinated the local stake holders

EDUCATION BACKGROUND

(2019) SPECIALIZATION IN SOCIAL MEDIA&CUSTOMER CARE

H-FARM EDUCATION

(2018) SPECIALIZATION IN INFLUENCER MARKETING IED - ISTITUTO EUROPEO DI DESING

(2009) DEGREE IN LINGUE E CULTURE PER IL MANAGEMENT TURISTICO UNIVERSITÀ DEGLI STUDI DI VERONA

(2007/2008) ERASMUS UNIVERSIDAD DE MALAGA

(1999-2004) HIGH SCHOOL DEGREE LICEO LINGUISTICO EUROPEO ARCIVESCOVILE

(2001) EXCHANGE STUDENT ST. DOMENICS PRIORY COLLEGE AUSTRALIA

GET TO KNOW ME

I am an empathic communication passionate, a digital enthusiast and a traveller. I'm a different ideas lover and finder, This is what gives me energy and motivation.

ACKNOWLEDGMENT

In June 2019 I won an award during #Traverse19 for the "Outstanding Commitment" profused during the organization of the event. My role during this event was Head and Supervisor: I coordinated a team of more than 20 people; I was responsible for the budget, the creative ideas, the goals achievements, and for the relationship with all the stakeholders. Traverse is the biggest european influencer event in the travel industry and attracts attendees from all over the world. It is held once a year in different cities.

MY SPECIALIZATION

- Influencer Marketing
- Digital PR
- Social Media Marketing
- . Great Relationship skills

SKILLS AND ABILITIES

- Deep knowledge on Tourism Marketing
- . Leadership skills & team Management
- Knowledge of the main SMM platforms
- Knowledge of the main SM posting tools
- . Knowledge of the main email marketing tools
- Community Management
- Organizational and Time Management Skills
- Marketing and Networking Skills
- Event Organization and Communication Management
- Budgeting Skills
- . Stress Management
- . Decision Making skills

LANGUAGES

- . English: fluent (c1)
- Spanish: fluent (c1)
- German: basic

RANDOM FACTS

- President of LOTUS (charity organization for breast cancer)
- . IED Milano Guest Professor
- . UNI VR Guest Professor
- . Trentino School of Management Guest Professor
- . Founder #TrekkingRosa
- . Contributor Donne di Montagna
- Mountain & Nature Lover
- Changes are opportunities