

Manuel Mitola

International Multichannel Engagement Associate Consultant

I work in **Digital Marketing** field since 2013. Starting as a free-lance on small projects, I have made my way towards larger and more structured firms. Currently I work as International Multichannel Engagement Capabilities Associate Consultant at **Eli Lilly & Co**. In this role I operate on building Company key capabilities for multichannel engagement at global level.

I see as main pillars of my work, **constant training, innovation, process optimization and customer centricity**. Following these 4 values, cultivating relationships of trust and collaboration with people, being proactive in solving problems have been fundamental to my growth. Basically analytical, I leave room for creativity and flexibility necessary for problem solving. Among my strengths: **Multi-channel Strategy and Media Planning, Project and Team management, Web-Analytics, AI Marketing, Marketing Automation**. I have in-depth knowledge in **SEO, Email-marketing, 3rd Party Source of Authority activities, Web Auditing and Social media marketing**.

I'm available for national and international mobility at global level, both for short and long terms. I actually live in Milan

Working experience

April 2018 - On going:

International Multichannel Engagement Capabilities Associate Consultant
- **Eli Lilly & Co** (International)



May 2017 - March 2018:

Multichannel Engagement Associate - Eli Lilly & Co (Florence)



November 2015 - May 2017:

Digital Marketing Senior Specialist - Eli Lilly & Co (Florence)



June 2015 - November 2015:

Digital and CRM Communication Assistant - Nestlé (Milan)



May 2013 - November 2015:

Digital Marketing Consultant - RagnMarketing (Massa / Milan)



Education

Class 2019 - 2021 **MIP Politecnico di Milano Business School** (Milan)
International Executive MBA candidate



Class 2014 - 2016 **IULM University** (Milan)
Master degree - Digital Marketing Management - Final degree: **106/110**



Class 2010 - 2013 **University of Pisa**
Bachelor degree - Communication Science - Final degree: **110/110**



Class 2005 - 2009 **Scientific High School Enrico Fermi** (Massa)
Final degree: **76/100**

Working experience details

April 2018 - On going:

Multichannel Engagement Capabilities Associate Consultant - Eli Lilly & Co (International)

In this role I **define standard and best practices** around key capabilities of **multichannel engagement like Email Marketing, 3rd party source of authorities activities and marketing automation. Driving its adoption from global to local** building cross functional communities with members spread all around the globe, keep them engaged and lead it as a big team straight to the objectives is my main focus. Looking for impactful innovation, pilot it and influence the escalation are part of my major activities.



May 2017 - April 2018:

Multichannel Engagement Associate - Eli Lilly & Co (Florence)

In this role, I aim to work on the **multichannel marketing strategy** along the whole supply chain, from planning to implementation supervision, both for in launch and mature products. To fully achieve my goals, I am effectively interfacing with both top management and digital and IT offices located both in Italy and non-EU. **Planning and forecasting** are the basis of my work to operate in synergy such as **SEM/SEO, email marketing, social media marketing campaigns** with traditional channels such as **radio and print**



November 2015 - May 2017:

Digital Marketing Senior Specialist - Eli Lilly & Co (Florence)

As a digital marketing specialist for the oncology business unit, I was responsible for **strategic planning, managing** the dedicated **budget** on multiple channels and coordinating as **project manager** cross-functional teams both internal and external to the company. I have also held the role of SME (Subject Matter Expert) for the **SEO areas and Web Analytics** (Google Analytics 360) also taking in-house training. The role has been characterized by strong and daily international collaborations between digital and IT offices located in EU and non-EU countries.



June 2015 - November 2015:

Digital and CRM Communication Assistant - Nestlé (Milan)

Working alongside the Digital Marketing Manager and collaborating with the Nestlé Purina brand managers, I supported and implemented the Digital Marketing strategy. Among my duties: **Web-analytics, Web-auditing, analysis and reporting, e-commerce analysis, management of relationships with partner agencies.**



May 2013 - November 2015:

Digital Marketing Consultant - RagnoMarketing (Milan)

Studying and working simultaneously within the same field allowed me to immediately test in practice what learned in theory. It allowed me to acquire a very useful **technical background** in order to deeply understand the subject of **Digital Marketing**. Working **together with the customer**, made me know all the phases that make up a web project, from idea to implementation. During this experience I developed and sold web sites and **SEO/SEM** services, managed **social media marketing campaigns**. From this experience was born RagnoMarketing, a blog then evolved into a real network of digital marketing professionals.



Certifications

Certified SCRUM Master

Licence 000595216

Learning Tree (Londra - UK)



Google Partner Certifications:

Google Analytics 360

Google Adwords

Google Adwords Mobile

Google Adwords Search (Advanced)



Italian

Level: Mother tongue

Languages

English

Level: Fluent