

GAIA BARTOLINI

Marketing and Creative Communication Strategist

Employment History

Freelance professional | Oct 2023 - now

Creative Communication | Arts & Entertainment Event Strategist | Project Management

Focused on Art and Cultural Projects.

Current Collaborations:

Communication and Development | GAC93 Contemporary Art Gallery

Partnership Program | TEDx Forte dei Marmi 2024 "Beyond the Horizon & Sustainability"



CENTRO PORSCHE FIRENZE

PWP Srl - Bozen (IT)

Marketing Communication Manager

Feb 2017 - Sept 2023 - Tuscany, Abruzzo and Molise

- Processing and development of marketing business plans according to Porsche AG guidelines and local market demand with Budget of \geq 1million. Managing a Team of 4 people
- Support to the Sales Dept. and monitoring of performances of quantitative and qualitative objectives (Sales Funnel management, sales and targeted market analysis, development of structured reports for marketing campaigns and monitoring purposes)
- Event Management: corporate events, products launch, loyalty focused events, test drives, Motorsports and Driving Experiences activities and co-marketing events (without relying on Events Management Agencies)
- Media Strategy: Coordinating of the communications campaigns and editorial agenda. Digital Marketing (PED coordination and supervision of Paid Advertising activities on GoogleAds, Facebook Ads and LinkedIn).
- Promotion and development of partnerships focused on E-Mobility services and EV products
- Customer Relationship Management (lead generation, lead management, nurturing and loyalty)
- Partnership activation for Motorsport activities

Marketing & CRM Specialist

Sept 2014 - February 2017

- Content Strategy development and adaptation for Social Medias (Facebook, Instagram, YouTube, LinkedIn) Campaigns results monitoring and Community and Fanbase conversations management
- Events operational support
- CRM software database (C@P) data entry

- Designing presentations and structured reports for CDA and Sales Meetings

Event Marketing Intern

Feb 2014 – Jul 2017

Classic Cars - Heritage Division

- “Auto e Moto d'Epoca” project exhibition leader
- Motorsport activations and Driving Experience
- Porsche Club Toscana e Abruzzo secretary

Education

University of Florence

Faculty of Arts - www.unifi.it/progeas

Event management for Arts & Entertainment Enterprises (Pro.Ge.A.S.)

Grade: 105/110 - Oct 2010 - July 2013

Scientific Lyceum L.Visconti

Scientific High School

Diploma Grade: 76/100

July 2009

Languages

Italian native

English B2

Professional Education

- Global Learning Path for monitoring vocational training – Porsche Italia 2020
- Porsche Digital Expert course provided by Quintegia - Porsche Italia 2020/2021
Digital Strategy | CRO | Landing Page | Analytics & Content | Paid Advertising Social | LeadManagement, CRM and E-mail Marketing.
- Porsche Charging Service mobility service alternatives certificate
- Porsche Review for the correct management of online reviews | Quintegia - Porsche Italia2020/2021
- Automotive Digital Transformation | eBay classifieds Group 2019
- Porsche “30 e lode” for Customer Experience in the luxury sector | Porsche Italia 2015-2016

I authorize the treatment of my personal data present in the c.v according to the 30th June 2003 Legislative Decree, n. 196 "Code in matter of protection of personal data" and the GDPR (EU Regulation 2016/679)

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