



Chiara Maria Dabusti

Place and Date of birth	Lodi - September 12, 1986
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Tags

project management

e-commerce

agile

web marketing

Experience

Since November 2017

Digital Project Manager
@QubicaAMF Worldwide, Bologna

Main activities

Roadmap management for IT Projects
B2B E-commerce implementation and launch
Agile Project Management, monitoring and reporting
Key coordinator between local teams and suppliers

June 2015 - August 2017

E-commerce Project Manager
@Yoox Net-a-porter Group, Bologna

Main activities

Project Management in an Agile workflow
Key coordinator between partners and stakeholders

Main projects

Maison Margiela *Launch of integrated website*
Karl Lagerfeld *Launch of new e-commerce website*
Alexander Wang *Maintenance of integrated website*
Y-3 *Restyling of e-commerce website*



December 2014 - June 2015	Project Manager & Web Marketing Specialist @Life, Longari & Loman, Bologna
Main activities	<i>Digital projects: Strategy and Planning Web Analytics, SEO & SEM Strategy</i>
Main projects	Mirabilandia Amusement Park - Accounting of online and offline projects Caffitaly Coffee System - E-commerce Project Management Nathura Health Care - Web consulting, Campaign management Olitalia Food - Accounting of online and offline projects
March 2014 - November 2014	Project Manager & Web Marketing Specialist @BE HUMAN Web Agency, Bologna
Main activities	<i>Digital Marketing, Client Relationship Management, Backlog Management, Web Analytics, SEO & SEM Strategy</i>
Main projects	STIMM.com Fashion E-commerce - Strategic Consulting, Online Marketing (SEO, SEM, Email Marketing, Social Media), Customer Experience Analysis Collection Privée Luxury Brand - SEO, E-commerce Consulting SentireAscoltare Entertainment Website - SEO & Web Marketing, Webmastering
September 2011 - March 2014	Project Manager & Web Marketing Specialist @TREWEEB - TRUE COMPANY Network, Milan
Main activities	<i>Digital Marketing Strategy and Planning, Client and Team Management, Site/Store Management</i>
Main projects	Guess Europe Fashion - Tiësto Capsule Collection online strategy, online adv Martino Midali Fashion - Corporate website, online store



diego dalla palma *Beauty* - Web marketing
Marcolin Eyewear *Fashion* - B2B email marketing
Campari Food - Cynar/Aperol/Camparisoda online adv

October 2010 - September 2011

Digital Art Director
@TREETWEB - TRUE COMPANY Network, Milan

Main projects

Sony Europe, Campari, diego dalla palma, JMAC Europe

January 2010 - July 2010

Art Director
@PromoPubbliPress, Lodi

November 2008 - December 2009

Art Director Junior
@JDT, Milan

Education and training

May 9, 2013

Masterclass with David Meerman Scott
The new rules of Marketing and PR
@IlSole24Ore, Milan

December 5, 2012

Creating Superior Customer Experiences Training
@Econsultancy, London

2005 - 2008

Bachelor of Arts in Communication Design
@Politecnico di Milano

Main subjects

Visual communication, Typography, Brand identity,
UX and UI, Marketing, Economics, Computer graphics



Personal skills

Mother tongue	Italian
Other languages	English: fluent; French: basic; German: basic. I obtained my TOEFL Certificate in March 2007.
Social skills	My nature demands me to interact with people, I am friendly and I can relate with different attitudes with ease.
Organisational skills	When working in a team I am able to define goals, deadlines and duties. 'Problem solver' is my middle name.
Computer skills	OS: Windows, Mac. Microsoft Office. CMS and eCommerce Platforms: Wordpress, Magento, HCL Commerce. Project Management/Agile tools: Basecamp, Trello, Target Process, Jira, Confluence, Youtrack. Analytics tools: Google Analytics, Data Studio, Adwords, Search Console. Graphic and Photo Editing: Adobe Photoshop, Illustrator, InDesign. Coding: HTML5, CSS3.
Technical skills	Project Planning, Team Management (agile ceremonies, backlog management), E-commerce Consulting, Digital Marketing Strategy, SEO & SEM campaigns.
Hobbies	Art & design, scuba diving, vintage, rock music.
Driving licence	I have got a driving licence and a car of my own.