



**CURIOSITY IS
MY SOURCE OF INSPIRATION,
I LOVE MAKE THINGS HAPPEN
AND SHARING MY ENERGY
WITH OTHERS**

I'm Micaela Raimondi and I'm a Temporary Marketing Manager.

After a career as a marketing director for multinational companies and innovative startups, I've decided to offer my expertise to business people like you.

Whether you need to define a marketing strategy for your company, grow your team or tell an engaging brand story, I can help you deliver these projects effectively and fast.

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micaela raimondi
TEMPORARY MARKETING MANAGER

WHAT VALUE CAN I BRING?

As an independent professional, my goal is to **immerse myself immediately into your company and inject my strong skills and sense of innovation**. I'm not affected by day-to-day ways of working, nor by industry norms. This allows me to **enter your organization seamlessly**, think outside the box and find the right innovative solutions.

While carrying out the project, **I share knowledge to internal management, ensuring the project continues even after I've completed it**. I have access to particular resources and collaborations – using this access to develop new synergies and **give the company a new long-term asset**.

WHERE CAN I START?

Need help in **managing change**? Sense a lack of motivation in your company? Fancy taking your projects up a gear?

Need to create a **marketing strategy** from scratch? Including pinpointing how to hit your goals and which tools and resources to do it with?

Need to **strengthen your marketing team**?

Need to create a **brand identity** to tell the story of your brand, your values and your product effectively?

Need to launch a **special project**?

- I offer training courses to improve soft skills – by working on lateral thinking, emotional intelligence and non-violent communication. I can provide these for the entire team or smaller groups
- I support teams in the definition and execution of projects, by applying methods and techniques designed to draw out innovative ideas and drive their effectiveness
- I assess current positioning and identify areas of improvement
- I analyze competitors
- I define marketing plans on a strategic and operational level
- I offer support and training to marketing staff, with courses tailored to a team's needs (For example, how to manage a team, how to create effective presentations, how to deliver effective and consistent corporate storytelling, how to analyze data and present it to stakeholders, and much more)
- I advise HR teams in identifying the best resources to add to the team, taking into account the company's particular needs
- I help turn visions into an engaging narrative, and translate that brand story into a visual identity.
- I analyze company/product websites to make them more effective
- I structure online and offline communication, defining editorial calendars
- I create assets to help sales teams.
- I offer support in launching new projects
- I develop methods and/or events to help companies interact more or better with their customers
- I create internal branding programs to help retention of employees and other collaborators
- I identify partners to kickstart co-marketing activities with
- I choose the best suppliers for projects

MY EXPERIENCE

My expertise has grown over the years by a combination of two things – interest in, and study of, design and communication, and a strong analytical and managerial background.

I started my career at the **Bain & Company consultancy** – where I gained a deep knowledge of business processes and models in different market contexts (financial, energy, retail and media).

I then spent almost 10 years in one of the biggest tech companies in the world: **HP**. During this time, I had multiple managerial roles in Italy and internationally, as Marketing and Product Manager. I managed complexity astutely and flexibly. I oversaw the launch of new products on the market, developed marketing campaigns for the generation of new business, and coordinated events – from local ones, to large international conventions.

In the last 6 years, I've worked with some of the most promising tech scaleups, such as Contactlab, crystal by iGenius and MINT as a **Marketing Director and Board Member** – helping them build a solid marketing foundation from scratch.

