

ANNALEDA FIER

WORKING EXPERIENCES

Launchmetrics - DMR | June 2023 - present Brand Insight Manager

- Print, Web and Social Media analytics & insights
- Management of a customer portfolio of around 3M€ across the luxury fashion and beauty industries
- Coordination of products evolution to meet customers' needs with IT and production teams

Elisabetta Franchi | November 2022 - May 2023 Junior Marketing & Communication Specialist

- Developed organizational and stakeholder management skills in dealing with press offices, stylists, internal and external C-Level stakeholders
- Strategy planning and organization of fashion shows, press days, presentation of collections to the sales force and in-store events
- Managed relations with all communication channels (press, partners, third parties) and contacts with press offices for managing shootings, special projects, product push, asset distribution, image and credit requests. Planned and implemented marketing activities in worldwide stores according to individual store and local market needs

Great Lengths | February 2022 - November 2022 Marketing & Communication Specialist

- Developed a digital communication strategy via Hubspot solution which resulted in reaching new users (open rate target 60%)
- Increased brand awareness with online influencer marketing activities and offline events (KPI: store visits, web traffic, newsletter subscriptions)
- Supported the content creation for social media, website and digital marketing activities
- Managed relationships with worldwide distributors and deployed communication materials cross-country

Launchmetrics | May 2021 - November 2021 Data services Intern

- Analyzed and extrapolated data to facilitate the analysis of influencers, brands and media activities
- Redacted reports to provide data insights to clients and helped them understanding the effectiveness of their marketing and communication strategies

Rouji | September 2019 - December 2019 Trade marketing Assistant

- Supported the Trade Marketing Manager in the creation and supervision of trade materials and point-of-sale activities
- Supported suppliers and graphic department in creating trade materials and campaigns
- Supported cross team collaboration in developing, implementing and monitoring CRM campaigns across client segments

ACADEMIC EDUCATION

Grenoble École de Management | 2020 - 2022

MSc in Fashion, Design and Luxury Management

University of California Los Angeles | 2018

Study abroad program


Università Cattolica del Sacro Cuore | 2016 - 2020

BSc in Business and Management


Liceo Ginnasio Luigi Galvani | 2011 - 2016

Double diploma: ESABAC (Baccalauréat) and Italian diploma in languages (English, French, Spanish)



 25 July 1997

 +39 3345233441

 fierannaleda97@gmail.com

 www.linkedin.com/in/annaleda-fier

 Milan, Italy

LANGUAGES

Italian - Mother tongue

English - Advanced

French - Advanced

Spanish - Upper intermediate

TOOLS

MS Office

Hubspot

Photoshop

Google Workspace

Canva

InDesign