



Giorgia Arfelli

I am a passionate marketer, proactive and dynamic. I always face difficulties with optimism, determination and ambition to improve. I'm flexible, I like change, and changing perspective. I am precise, independent but highly collaborative and team-oriented. I have excellent organizational and communication skills, and I always go above and beyond to achieve my goals. I'm consistently eager to face new challenges and learn something new.

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WORK EXPERIENCE

Brand Manager Procter & Gamble

07/2020 - 08/2023

Geneva, CH

Brands: Always Platinum, Discreet, Naturella

Achievements/Tasks

- Designed brands' strategies
- Managed the innovation pipeline and monitored the performance for continuous improvement
- Led the creation and amplification of 360 communication campaigns (in-store, digital, e-commerce, packaging ..)
- Led market's analysis and competitor's analysis for campaign performance tracking and product growth
- Developed and launched new products in the full region
- Managed the multifunctional team
- Created of effective B2B communication of innovation
- Partnered with creative agencies for content creation
- Studied consumer behavior for optimal product development
- Managed budget

Contact: Julia Doyle - doyle.j.11@pg.com

Digital marketing assistant Digitalizers

01/2024 - 05/2024

Geneva, CH

Achievements/Tasks

- Developed digital marketing strategies
- Created digital marketing content
- Created a personal branding website
- Defined SEO strategy for the website

Contact: Jorge Neto - jorge@digitalizers.ch

External researcher Deliveroo

04/2019 - 07/2019

Milan

Achievements/Tasks

- Analyzed and researched the market for potential new partners and new company strategies

Secretary / Event planner Umami

01/2018 - 07/2018

San Giovanni in Persiceto

Achievements/Tasks

- Performed administrative duties, including customer service
- Planned events and fairs of the company
- Managed the e-commerce and the shipping of the products

EDUCATION

Master's degree in international management

Università di Bologna, ICN Business school (Nancy), Universidad La Salle (Mexico)

09/2018 - 10/2020

Bologna, Nancy, Mexico City

Bachelor in social sciences for development, cooperation and peace

Università di Bologna, Université Libre de Brussels

09/2015 - 07/2018

Bologna, Brussels

LANGUAGES

Italian

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

Spanish

Professional Working Proficiency

French

Professional Working Proficiency

SKILLS

Brand strategy

Project management

Market and competition study

KPIs setting and monitoring

Product management

Budget management

Logical analytical skills

Data-Driven Decision Making

SOFT SKILLS

Leadership

Time management

Creativity

Communication

Agility

Collaboration

Problem-solving

Teamwork

Flexibility

Critical thinking

Empathy

Conflict management

Curiosity

Proactivity

VOLUNTEER EXPERIENCE

Advocate, Events manager

Amnesty International, Libera Terra, Local associations