



Viola Bellisai



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Experienced and accomplished Marketing Manager with over 8 years in the industry, including 2 years leading an international marketing team. Strong background in the tech and construction industries, with a passion for driving sustainability-focused initiatives.

EXPERIENCE

HEXAGON

● GLOBAL MARKETING & COMMUNICATIONS

3/2022 - Ongoing

- Drive global marketing campaigns (strategy, planning, and execution) within the tech and construction industries;
- Oversee global social media strategy and governance
- Manage employee advocacy programs;
- Organize training sessions and workshops for internal and external stakeholders.

DEGUSTA BOX

● SOCIAL MEDIA COORDINATOR

2020 - 2022

- Coordinating the Social Media team;
- Designing social media strategies for the markets where the company is operating (UK, FR, DE, ES, IT) and work cross-functionally with other departments to achieve marketing targets;
- Coordinating the execution of organic & paid campaigns.

● SOCIAL MEDIA SPECIALIST

2016 - 2019

SOFTWARES & SKILLS

GLOBAL MARKETING

CAMPAIGN EXECUTION

BUSINESS MANAGER

GOOGLE ADS, ANALYTICS

HOOTSUITE

JIRA

MAILCHIMP

SPROUT SOCIAL

MS OFFICE

ADOBE

SUSTAINABILITY

TEAMWORK

ORGANIZATION

PROBLEM SOLVING

EDUCATION

NHTV International University of Applied Sciences

• MASTER'S DEGREE IN MEDIA INNOVATION

2015-2016 - Netherlands

University of Cagliari

• BACHELORS' DEGREE IN LANGUAGES AND COMMUNICATION

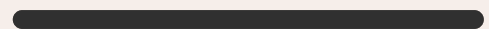
2010-2014 - Italy

LANGUAGES

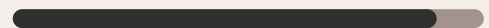
ENGLISH



ITALIAN



SPANISH



FRENCH



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