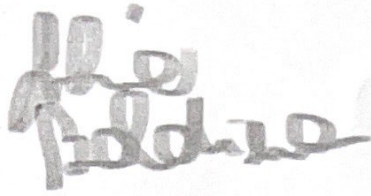


Silvia Baldina



BUSINESS DEVELOPMENT MANAGER



"I love new challenges"

SKILLS

- Expertise 17+ years in printed and digital marketing with media + exhibition and webinars
- Knowledge of marketing database, email, social media and display advertising campaigns
- Business development
- Branding and marketing strategies for clients in food, pharma, fine chemical and cosmetics
- Skills on SEO Fundamentals, Canva graphic design, event marketing, personal branding, public speaking.
- Full event organizer
- Excellent digital skills > Microsoft Platform: Office 365 - Teams - Dynamics 365

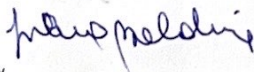
STRENGTHS

- Focused on meeting targets
- Problem solver
- Negotiation skills
- Ability to build and maintain relationships with people at CXO level, public institutions, industry, associations
- Ability to work in a fast-changing environment

EDUCATION

- School attended: Vigevano, Istituto F. Castoldi
- Technical commercial institute - 5 year program
- Fluent in English
- Fluent in Spanish
- ECP (Continuing Professional Education)
Certification in "Digital Neuromarketing"
Certification in "B2B Marketing"

CONTACTS



- Vinevano PV- Italy
- [Redacted]
- [Redacted]
- [Redacted]s



PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT & MARKETING MANAGER

Tekno Scienze S.R.L. - Milano, Italy

(Business Sector: Publishing)

From 2005 to the present > 16+ years

- In charge of developing new business contacts and fostering key relationships with customers, while developing new business opportunities
- Media planning for 4 magazines, 4 media platforms, website, webinars in pharma, fine chemical, food and cosmetics
- Marketer developing a strategy to maximize ROI on media spend
- 20 Events attended yearly: Cphi, DCAT, Chemspec, Vitafoods, Supply Side West, Achema, Food Ingredients, In cosmetics and more.

TARGETS

- Turnover increase by 20% yearly
- My corporate sales reach 40% of the Company's forecast
- Organization of conferences with 70 companies and about 200 people amongst CEO, Directors, Managers, BD, scientists and professors.

COMMERCIAL AGENT

Telecom Italia SpA - Milano, Italy

(Business Sector: Telecommunications)

From 2000 to 2002 > 2+ years

- Managed 200 clients on a yearly basis. Took six-month specialization courses and related certifications in Telecom phone and web data.

TRAVEL AGENCY & SHOP MANAGER

Alpitour SpA - I Grandi Viaggi SpA - Hotel Henry Morgan Honduras

(Business Sector: Travels and Tourism)

From 2003 to 2005 > 2+ years

- Travel Agency Manager: Assisted clients with their passports, visas questions and proper handling. Assisted them with travel planning to Roatan and Honduras, via plane, coach and boat
- Shop Manager: handled all sales and gift shop management, National Product Sourcing, independent selector from Craft Fairs and producers.

POLICE OFFICER

Milan Municipality, Italy

(Business Sector: Public safety)

From 1989 to 2000 > 11+ years

- Police Officer for the Municipality of Milano, Italy. During my tenure with the Police Force I was in a leadership position over 18 agents.