Carla Gardenghi

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Profile

Digital Product and Project manager. Owner of the product specification that I also I design. Within a team and a project environment I supervise the delivery of the digital solution. I manage teams of developers and marketing specialists. **I am instrumental to the business goals of my products**.

Core competences:
- Product requirement
- UX requirements
- Project management
- Web and Mobile analytics
- Product testing strategy and tracking
- Product, business and marketing KPIs evaluation for the product continuous improvement
- Market analysis and strategic benchmark
- Excellent communication with stakeholders and team playing skills

Well acquainted with collaborative working and feedback platforms. **English** and **French** outstanding working proficiency.

Professional Experience

DIGITAL MARKETING EXPERT
EUROCONSUMERS.ORG / ALTROCONSUMO EDIZIONI S.R.L. - FEBRUARY 2017 TO JULY 2017

Reporting to marketing director, **responsible for the evolution and development of web and mobile portals** for Euroconsumers.org network of 5 Countries (Italy, Portugal, Spain, Belgium, Brazil). In charge of the definition and delivery of new online services for consumers: e-commerce/lead generation, premium contents, online consumers' actions. Responsible for designing and executing schemes and improvements aimed at increasing conversion rate and online subscriptions from new members. Definition and realisation of new tools for publishing and measuring the commercial offer: A/B testing strategy, audience profiling systems, tactics on portal to progressively engage users on a journey from registration to online purchase. Key coordinator of an international team of marketers in 5 Countries in charge of ongoing activities for new members' recruiting on portals.

MOBILE MARKETING MANAGER, PRODUCT MANAGER, CONTENT & SERVICE DESIGNER
ITALIAONLINE S.P.A. - APRIL 2013 TO JANUARY 2017

Responsible for the management and evolution of two mobile portals - Libero.It and Virgilio.It - as a mobile product manager in the digital marketing unit. Launches **mobile apps portfolio for Italiaonline** (Weather, Food, News, Local). Spearheads mobile product design and the definition of any product feature in order to increase audience and advertising revenues while keeping customer base engaged. Committed to the definition of all technical requests made to obtain upgrades or new releases for the managed mobile products. Measures and analyses web and mobile stores analytics KPIs to provide support to C-levels decision making.

PRODUCT MANAGER MOBILE AND CONNECTED DEVICES
MATRIX S.P.A. - APRIL 2009 TO MARCH 2013

Responsible for the design of mobile and connected devices' digital products. **Responsible for defining, describing and prototyping a solution for all company's lines of business that need to**

go mobile. Creates product guidelines for all delivery teams involved in the process of going mobile. Redesigns mobile products in order to show strong continuity and coherence with corresponding web products (contents & services) as for "one CX" and solid brand and advertising goals. Leads improvements to the product according to customer issues, focusing on the evaluation of service metrics and on product performance evidence. Masters mobile apps marketplace logics. Projects delivered: Virgilio Mobile m-sites and m-apps (Android, iOS, WinPho, Symbian); Città Directories lead generation/e-commerce on iPad and iPhone apps; ADV sales force automation iPad app; CTV social TV app for Samsung TV.

WEB PRODUCT MANAGER PORTALS

MATRIX S.P.A. - JUNE 2006 TO MARCH 2009

Lead for the design of web products (contents & services) of Virgilio.It, consumer web portal. Responsible for marketing and business requirement analysis. Committed to the delivery of flow diagrams, wireframes and prototypes of web product. In charge of concept design, user interaction and customer experience design of web product. Responsible for tracking and reporting web product flaws before and after the go live. Plays a key role in managing foreign partners (US, Canada, Israel) for content & service provisioning in projects. Projects delivered (web channels): Women's & Lifestyle, Travel, Music, Community, Sport, Social News, Social Answers.

WEB PROJECT MANAGER

BU INTERNET, TELECOM ITALIA (MATRIX S.P.A.) - JANUARY 2004 TO MAY 2006

Responsible for managing large projects across different lifecycle stages and different customers at once (in Rome & Milan) within corporate network or external. Responsible for designing the web product of all web sites that are managed as projects, as to information design and user experience. Establishes and oversees the planning of projects, concerning the activities of: product designers, graphic designers, Html and web developers. Measures and analyses website metrics and performances in order to evaluate projects' effectiveness after go live. Assesses and negotiates with customers web product improvement, thereby planning subsequent delivery. Projects delivered: TIM, IAB, Juventus, DGTVi (dtt), LA7, Barilla, Italgas.

WEB PROJECT MANAGER

KMATRIX, INTEGRATED EBUSINESS SERVICES S.R.L. - 1999 TO DECEMBER 2003

Responsible for delivering web projects on time, on budget and to quality standards. Manages the relationship with external customers at all project stages. Responsible for the analysis of marketing and business requirements prior to the project start. Defines the information architecture of all web sites that are managed as projects. Orchestrates the resolution of issues after go live of web project and the activities' backlog. Projects delivered: Prima Comunicazione, Ferretti Yacht, Santa Margherita, DiscoverItalia DeA, SEAT Pagine Gialle.

Education and continuous learning

Continuous learning: Project Management; Team Building and Teamwork; Leadership; Communication; Innovation Design. Web 2.0 Expo 2010 San Francisco. CES 2011 Show Las Vegas.

Post-graduate diploma: Confindustria Parma CISITA, "ICT and Multimedia for business", 1998

University Degree: University of Bologna, "Foreign Languages and Linguistics", 1997