



MARY ELIZABETH WIEDER

Bilingual (English/Italian) Strategic Marketing and Digital Expert & Consultant

Via Monte Baldo, 5 – 37030 Lavagno (Verona) Italy
Tel: +39 3453841452 | Email: mary.wieder@gmail.com
Dual Nationality: American & Italian

profile

Originally from the United States, living in Italy 10+ years; Marketing and digital professional with management and international experience and a passion for social impact business model: **14+ years of experience** developing both a corporate marketing and consultancy career in various sectors including life sciences, ICT and technology, finance, luxury goods and sports. Results include:

- **Marketing Senior Level Management** leading global marketing teams, implementing marketing department including strategic plans, and managing budgets for multinational companies
- Created **M7 Social Project**: marketing and digital consultancy business (*P.IVA IT04028470237* – www.m7socialproject.com)
- **Digital Transformation Lead** for a multinational life sciences company developing digital platform for clinical trials (Horizon 2020)
- Implemented and managed CRM system (SalesForce), including custom projects, as system administrator
- Track record of increasing website traffic by 400%+ and creating social media presence with 10%+ per monthly growth
- Created and managed 20+ websites including multilingual content and SEO
- **University Lecturer**, since 2017, teaching International Marketing and Business Communications
- **Founder and President** of non-profit organization: **Verona Professional Women Networking** (www.veronapwn.com)
- **Master’s Degree (M.A.)** in Global Communications; **Bachelor’s Degree (B.S.)** in Marketing; Professional Certification in Digital Transformation, Design Thinking and Social Impact for Innovation

skills

| | | |
|-----------------------------------|----------------------------|----------------------------------|
| ▪ Digital Marketing Strategy | ▪ Social Media Marketing | ▪ Global Marketing Strategy |
| ▪ B2B Marketing Strategy | ▪ CRM (e.g. SalesForce) | ▪ Branding & Communication |
| ▪ Web Design & Analytics (SEO) | ▪ Budget Management | ▪ Content Creation, Copy Editing |
| ▪ Digital Transformation strategy | ▪ Marketing Privacy (GDPR) | ▪ Non-Profit Marketing/Boards |

professional experience

GRUPPO FINSERVICE, Mantova/Verona, Italy [*Consulenza Finanziaria*] 2021 to present
Director, Strategic Marketing

- Responsible for the development and implementation of a marketing strategy for a group of companies in financial services sector including product marketing and market intelligence
- Manage a team of marketing and communication resources as well as data analysts including goal-setting
- Manage a portfolio of 20-30 products in the subsidized finance market and 13 service entities by defining product strategy and sales metrics
- Define lead funnel and implement a marketing automation system and process to manage 2.000+ leads per month
- Responsible for the corporate communications and branding strategy: tone of voice, marketing materials, editorial calendar

M7 SOCIAL PROJECT, Verona, Italy [*Marketing Consultancy*] 2018 to present
Founder and Senior Consultant

- Marketing & Digital Strategy (Website and Social Media), Content Marketing, Marketing Privacy, Audits and Training courses

UNIVERSITY STUDIES ABROAD CONSORTIUM (USAC), Verona, Italy [*Academia*] 2017 to present
University Lecturer

- Teaching two senior-level courses in English: International Marketing and Business Communications

ARCHIVA GROUP, Verona, Italy [*Digital Transformation, ICT*]

2019 to 2021

Marketing Management Director and Senior Consultant (January 2020 – February 2021)

Strategic Marketing Consultant (July-Dec 2019)

- Marketing Management Consultancy: marketing and digital strategy across a group of companies managing a team, company's first budget and structuring department
- Responsible for lead generation KPIs, product development and digital marketing and branding activities
- Develop digital transformation strategy: implemented digital readiness assessment and marketing plan
- Responsible for GDPR and privacy compliance for marketing activities writing the company's first marketing privacy procedures and social media use policy

PM HOLDING (CROS NT, ARITHMOS, SEQUIRE), Verona, Italy [*Life Sciences/Pharmaceuticals and Technology*]

2010 to 2019

Director of Marketing (2015 - 2019)

Business Development & Marketing Associate (2010-2015)

- Responsible for marketing strategy and implementation for a portfolio of multinational SME companies managing a global, authoring marketing plan and managing a combined budget of approx. €350K in Europe, U.S. and Asia
- Authored internal policies on lead generation, product/service matrix and GDPR compliance
- Responsible for digital strategy: business owner of marketing and commercial IT systems (SalesForce)
- Oversaw 3 website designs and social media growth: website visitors and social media grew 7x organically under my leadership
- Designed and implement international market research projects for new and existing products and services
- Managed lead generation and conversion process via CRM management liaising with Business Development team
- Implemented and led Corporate Social Responsibility department overseeing strategy and initiatives

PERTH HEAT PROFESSIONAL BASEBALL, Perth, Australia [*Professional Sports*]

2009-2010, 2014-2015

Marketing Team Consultant

- Contributed to marketing strategy for game of baseball in Western Australia designing marketing material (posters, video board content and game day promotions)

ORGANISATION FOR ECONOMIC CO-OPERATION & DEVELOPMENT, Paris, France [*Non-governmental organization*]

2009

Communications Analyst/Consultant

- Managed a communication strategy for Directorate of Education's AHELO project involving 20 countries
- Coordinated a multi-million euro funding initiative including market research and funding proposal
- Designed brochure and website (www.oecd.org/edu/ahelo) and presentations on behalf of the OECD for the European Commission

FRAGRANCE MANUFACTURING INC, Allentown, PA, USA [*Personal Care & Cosmetics*]

2006 to 2007

Business Development & Marketing Manager

- Managed client accounts supporting product development for retail sales in domestic and international markets
- Managed \$7 million USD sales budget and provided financial analysis of target markets while managing marketing strategy and promotional material

education

Master of Arts (M.A.) in Global Communications, American University of Paris, Paris, France, 2010

Bachelor of Science (B.S.) in Marketing, Lehigh University, Bethlehem, PA, 2006

-
- **Professional Course Certificate in Social Impact**, Coursera University of Pennsylvania Wharton School, 2020
 - **Professional Course Certificate in Design Thinking for Innovation**, Coursera University of Virginia, 2020
 - **Professional Course Certificate in Digital Transformation**, Coursera University of Virginia, 2018

Technical Summary:

| | |
|-----------------------------|---|
| Languages | English (native), Italian (Fluent), French (working proficiency) |
| Technical | PC and Mac, Microsoft Office Suite (Word, Excel, Outlook, Powerpoint, Teams) |
| Design Tools | Adobe Creative Suite (Photoshop, Illustrator), Canva, Quik, Final Cut Pro |
| Social Media | Expert knowledge of strategy for LinkedIn, Facebook, Twitter, Instagram and Hootsuite content management |
| Web Design/Tools | Excellent knowledge of Wordpress with basic knowledge of HTML, experience in SEO campaigns |
| Marketing Automation | Expert knowledge of Salesforce CRM and Salesforce.org; excellent knowledge of email marketing platforms and market survey tools |

Interests:

- Sports: Competitive Long Distance Running 2014-Present (Team KM Sport – Verona), Serie A Softball 2007-2013 (Bussolengo – Italy), Division I College Softball at Lehigh University 2002-2006 (Bethlehem, USA)

special projects

VERONA PROFESSIONAL WOMEN NETWORKING, Verona, Italy

Founder and President

- Created a women's professional networking non-profit association in Verona, Italy with 100+ associated members and 3,000+ online members with monthly networking meetings and European Commission collaborations

PWN (PROFESSIONAL WOMEN'S NETWORK), Milan and Paris

- Head of Marketing for PWN Global Board of Directors (2015-2017) while member of Milan chapter

**In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document*