

DEBORA PINNA



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EXPERIENCE

WW Digital Director

Giuseppe Zanotti

📅 June 2015 - Ongoing 📍 Rimini

- Led the digital internalization process. Before 2015 e-commerce was managed by Yoox. Internalization process involved store management, fulfillment, technology, web marketing and social media
- Tripled e-commerce business in 2 years
- Platform migration from Hybris to Magento

Italy Digital Store Manager

Louis Vuitton

📅 April 2014 - May 2015 📍 Milan

- Omnichannel projects setup (Click and Collect - Endless Aisle)
- Online sales and Client Service sales management
- Web marketing strategies definition, budget allocation and planning

WW E-Retail Manager

Max Mara

📅 June 2012 - March 2014 📍 Reggio Emilia

- Setup of 5 corporate websites (Pennyblack, Weekend Max Mara, Max Mara, Maxco, Collezione Maramotti)
- Active role in platform migration (from proprietary platform to Hybris)
- Web marketing strategies definition, budget allocation and planning

Ecommerce Manager

Volpi Boutique

📅 January 2011 - May 2012 📍 Modena

- Setup of e-commerce from scratch (Prestashop) with a very limited budget

Showroom Coordinator Assistant

Armani Jeans

📅 June 2008 - December 2009 📍 Modena

ABOUT ME

Fashion addicted and proud nerd

STRENGTHS

- Objectives focused
- Work having Fun
- Motivation & Leader
- Mensa Member
- Hybris
- Magento
- Prestashop
- SAP

LANGUAGES

- Italian: ● ● ● ● ●
- English: ● ● ● ● ○
- Spanish: ● ● ● ○ ○

EDUCATION

Degree in "Economics and International Marketing"

Facoltà Marco Biagi

📅 Sept 2004 - June 2008

- Mark 95/110

Diploma in "Commerce and IT programming"

Istituto A. Baggi

📅 Sept 2000- June 2004

- Mark 95/100