

## MARTINA ZAVAGNO

via Crispi 79 - 34126 Trieste, Italy  
tel. +39-347-8546676      martina.zavagno@gmail.com

### SUMMARY

- 4 years of project management and account handling experience.
- 12 years of freelance journalism specialised in web advertising, mobile marketing and technology trends.
- Excellent capacity for client account management, interactive marketing planning, group organization and leadership.
- Passionate about interactive marketing and integrated campaigns analysis, with a rare and extensive knowledge of blogs, podcasting and mobile phones as new marketing channels.

### EXPERIENCE

January '01      **SIMULWARE, Trieste - Italy**  
to January '05      **Project Manager & Account Executive**

- Project Manager for Web sites and E-learning courses. Responsible for daily client contact, storyboard supervision, production, testing and quality control.
- Managed projects from €4.000 to €200,000, improving the output quality and the communication flow within the company and between the company and clients.
- Managed working groups of three to six people.
- Regular marketing support to account managers and sales people.
- Participation and organization of trade shows and press contacts management.
- In charge of communication materials (business presentations, Web site content and company's newsletter)

December '99      **IN.CO., Trieste - Italy**  
to Dec '00      **Office Coordinator**

- Responsible for organization of coal and oil inspections.
- Client contact for British Petroleum and Enel Coal division.
- Regular marketing support to account and sales people.
- English copywriting for company's Web site development.

### EDUCATION

April 2005      **University of Trieste (IT)**  
Graduated in Political Science with a thesis in Sociology: *The Mobile Phone from a sociological perspective. Analysis of the marketing implications.* (final grade: 110 e lode)

July 2003      **London School of Economics (UK)**  
Marketing Summer School

October 1998      **Universiteit van Amsterdam (NL)**  
Six month scholarship to attend classes within the MA program in Communication Studies

July 1992      **Petrarca Lyceum Trieste (IT)**  
Diploma di maturità linguistica

### PUBLICATIONS

- Write for major Italian portals MyTech.it and Html.it, covering online marketing issues.
- Editor of <http://www.adverblog.com>, dedicated to interactive advertising (visited weekly by over 13500 marketing and advertising professionals).
- Edited paper "*E-learning: a strategic instrument*" published in the International Journal of Business Performance Management (2002, Volume 4, Nos. 2/3/4).
- Former correspondent from Italy for New Media Age and columnist for Web Marketing Tools.

### **LANGUAGES SPOKEN**

Italian:	Mother tongue	English:	Excellent
French:	Good (spoken)	Spanish:	Good (spoken)
German:	Fair (spoken)	Dutch:	Basic (spoken)

### **COMPUTER SKILLS**

Excellent knowledge of Microsoft Office. Good knowledge of MS Visio, Photoshop and Dreamweaver.  
Basic knowledge of Flash and Illustrator.

### **INTERESTS**

Travelling, writing, sports (especially basketball and kayaking), reading and cinema.