

## Alessandra Brandi

### CURRENT POSITION

- 2023 - Current      Founder of Nifty Naples of Alessandra Brandi, First phygital and Social marketplace aiming to support mothers and caregivers' employment through digital innovation.
- Volunteer & Public Speaker during Disability Events, aiming to promote inclusion through innovation, (Naples, IT)
- Giochi senza Barriere 2023
  - Napoli Grande Napoli, Celebrating with Autistic children
- 2023 - Current      *Project Manager* at Yellow Spider ltd - *Outsourced Marketing* function (Naples, IT)
- Key responsibilities:
- Project Management of Channel Marketing projects for IT Companies such as Uipath, Extreme and Citrix
- Key Achievements:
- Project Manager for MDF Program Funds > \$1.6 Million per quarter
  - Responsible for Helpdesk and customer care assistance
  - Reporting
  - Marketing content creation for emailing and Social Media

### EDUCATION

- 2007-2009      Master Degree: Business Administration, Logistics and corporation services, Federico II University of Naples (Italy)  
Final assessment: 110/110 egregia cum laude.
- 2003-2007      Bachelor degree: Business Administration  
Federico II University of Naples (Italy)  
Final assessment: 105/110

### SEMINARS AND ACADEMIC APPOINTMENTS

- 09/01/2024      Seminar at "Parthenope" University of Naples, Italy, "*Imprenditorialità tra innovazione e Obiettivi Sociali. Changemakers ed Ecosistemi di Social Innovation.*"

16/05/2024	Lecture at “Parthenope” University of Naples, Italy,, “ <i>Employing NFTs in Digital Marketing. The experience of Nifty Naples</i> ”
27/03/2024	Lecture at Federico II University of Naples (Italy), “ <i>Blockchain e imprenditorialità sociale. Il caso di Nifty Naples</i> ”
22/11/2023	Lecture at “Parthenope” University of Naples, Italy, “ <i>Coniugare imprenditorialità, obiettivi sociali e digitalizzazione. L’esperienza di Nifty Naples.</i> ”

## PRIZES AND AWARDS

2024	One of the first 55 Women selected for the First Italian edition of “ <i>The Academy for Women Entrepreneurs (AWE)</i> ” a U.S. Department of State-sponsored program that supports the development of women entrepreneurs around the world.
------	--

## CONFERENCES

20/06/2024	“Storie di Vela: Sport, Benessere ed Empowerment”, Lega Navale di Napoli sponsored by Ordine degli Psicologi della Campania
------------	---

## JOB EXPERIENCES

2022 - 2023	Employee, Lab4i, 4.0 transformation services (Naples, IT) Key responsibilities: <ul style="list-style-type: none"><li>– Lead Generation</li><li>– Managing customers relationships and reporting</li></ul>
2019 – 2021	Volunteer & <i>European Project Manager</i> , Associazione Salam House, (Naples, IT) Key responsibilities: <ul style="list-style-type: none"><li>– Project Management</li><li>– Studying European Calls of Proposals related to the European Solidarity Corps Guide, identifying relevant opportunities</li><li>– Writing the Proposals and supporting during the submission</li></ul> Key Achievements: <ul style="list-style-type: none"><li>– Project won: 2020-3-IT03-ESC11-020272 – “Contamination”</li><li>– Project won: 2019-3-IT03-ESC31-017523 – “Neapolitan Melting pot”</li><li>– Attended Training Course at Agenzia Nazionale Giovani, Palestre di Progettazione 2019</li></ul>
2015 – 2017	Employee, Ergheia2, wooden pellet for heating, (Naples, IT) Key responsibilities:

- Administration and Accountancy
- Logistic and warehouse management
- Clients and suppliers management
- Tracking and reporting

Key Achievements:

- Full management of company administration
- Set-up and participation at local exhibition
- ENPlus quality Certification

2013 – 2015

*Project Manager*, bChannels, Design & Management of B2B *Channel Marketing* strategies for global technology companies, (Oxford, UK)

Key Responsibilities:

- Project Management
- Client & Helpdesk Management
- Reporting on projects for internal and external stakeholders
- Team Management, Training and coaching

Key Achievements:

- Managed projects valued from \$30K to \$3million per quarter
- Managed multicultural teams
- Trained 8 people in less than 1 year
- Project Processes improvements

2011 – 2013

*Marketing Executive*, bChannels Design & Management of B2B *Channel Marketing* strategies for global technology companies, (Oxford, UK)

Key Responsibilities:

- Projects administration
- Maintenance of client relationships in particular with local EMEA teams
- Reporting on projects for internal and external stakeholders
- HelpDesk for partners
- Management of websites and online project tools

Key Achievements:

- Improved relationships with EMEA client teams
- Improved project performance of EMEA team
- Self-management of project deadlines and deliverables

2010 – 2011      *European Project Manager*, BizEsp Limited, Electronics and solar materials nanocomponents (Oxford, UK)

Key Responsibilities:

- Administration of multinational £ > million budget EU projects
- Maintenance of company expertise in EU Framework 7 and UK National funds
- Procurement of R&D grant funding
- Financial management and reporting on projects for internal and external stakeholders
- Management of websites and online tools required by EC Administrative Bodies

Key Achievements:

- Setup and launched of €1.8 m EU Framework 7 R&D project
- Enhanced links with EU organization and administrative bodies in Brussels
- Attended the Opening Session of the EU Framework 7 in Brussels

2008-2010      Auditor, KPMG, Audit & Consulting Global Company (Milan, Italy)

Key Responsibilities:

- Implement Audit procedures within the deadlines

Key Achievements:

- Independent and self-reliant application of Audit procedures required

2006              Internship, Alenia Aeronautica Finmeccanica Group (Naples, Italy)

## LANGUAGES AND SOFTWARE EXPERTISES

### ENGLISH LANGUAGE

Spoken: Excellent

Written: Excellent

### FRENCH LANGUAGE

Spoken: Basic

Written: Basic

### TOOLS AND APPLICATIONS

Channel Mechanics, Salesforce, XTMR, Marketo, Opensea, Knak, Contel Via Milano, Microsoft Office Application, Sharepoint, OpusPro, Canva, Streamyard, Slack, Sharefile, Shopify, Wordpress, Clipchamp, Vimeo.