

# GIUDITTA PASOTTO

Brand Manager

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Florence, Italy

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## + LANGUAGES

French

Italian

German

Spanish

English

## + PUBLICATIONS

- NOV 2023  
**GENITORI SINGLE. MANUALE DI SOPRAVVIVENZA PER AVERE UNA RELAZIONE SERENA CON I FIGLI E CON L'EX**

## + EDUCATION

- Università eCampus  
Florence  
2022  
**BACHELOR'S DEGREE IN DIGITAL MARKETING AND COMMUNICATION**
- IED  
Florence  
2013  
**MASTER OF SOCIAL SCIENCE**
- Master Program  
Roma  
1997  
**ASSISTANT DIRECTOR**
- I.T.T Tourism Institute  
Cambridge  
1997  
**DEGREE LANGUAGE SCHOOL**

## + LINKS

LINKEDIN

<http://urly.it/3zahw>

HUFFINGTON POST

<http://urly.it/3zahx>

## + SKILLS

Marketing Strategies

Communications

Advertising Campaigns

Social Media

Research

Management

Leadership

Community Management

## + ABOUT ME

As a strategic thinker, I support the internal and external advertising development, inspiring colleagues and guiding relationships with external agencies throughout the delivery cycle. With a strong emphasis on brand positioning and a flair for differentiation, I thrive in team environments and consistently deliver results. A trendsetter beyond traditional trends, I bring a unique perspective to every project.

## + WORK EXPERIENCE

- Meeters  
Verona  
**BRAND MANAGER**

I am a strategist who differentiates the Meeters brand and positions it as the top choice for consumers compared to direct competitors. My role involves managing the brand's market image and implementing effective actions to communicate its mission, vision, and values to the target audience. I specialize in developing marketing strategies that enhance the brand's reputation, visibility, and awareness in a positive manner. With a deep understanding of the organization's values, I possess the ability to quickly analyze and respond to crises, as well as an intuitive sense developed through experience and observation to identify current and future consumer needs and adapt accordingly. I do everything necessary to ensure the brand enjoys the best possible reputation.

- GenGle  
Firenze  
**CHIEF EXECUTIVE OFFICER**

In 2015, I founded GenGle with the aim of providing support and guidance to individuals facing separation or domestic violence. Over the years, I have successfully led the organization's communication and marketing efforts, playing a vital role in elevating the brand to new heights of success. Through strategic communication strategies, I have effectively promoted the organization's services, built brand awareness, and established GenGle as a trusted and reputable name in Italy. As a result, we have earned several prestigious recognitions and have become a go-to resource for separated parents, single mothers, divorced fathers, and their children in need of assistance.

- KnuK creative factory  
Firenze  
**CREATIVE DIRECTOR**

I joined Knuk as a photographer, but it wasn't long before my colleagues recognized my creative abilities and asked me to take on the role of Creative Director for other photo shoots as well. Within a year, I became actively involved in all agency projects, working with esteemed clients such as Marlboro, Vivienne Westwood, Luisa via Roma, Rebecca jewelry, and many others.

During those years, the agency gained considerable recognition and fame, thanks to the ripple effect that developed around our reputation. My active involvement and creative contributions played a significant role in enhancing the agency's reputation and establishing it as a trusted name in the industry.

- Altay International  
Roma  
**COMMUNICATION MANAGER**

At Altay International, a company operating in the field of anatomical models and chemistry systems across five continents, I took the lead in spearheading the company's communication efforts. I focused on developing and maintaining a strong brand image.

When I joined High International, there were 4 people handling marketing - a graphic designer, a copywriter, and a PR specialist. However, with my hiring, the team underwent significant changes. I revolutionized the way product shoots were conducted by automating them in-house. Additionally, I optimized text descriptions by creating a standardized format. Within a year, only the PR specialist and I remained, streamlined and more efficient than ever before.

- Mercuri Urval  
Roma  
**EXECUTIVE ASSISTANT**

I have successfully managed questionnaire assessments and conducted initial interviews to identify and evaluate potential candidates. I have gained valuable experience in personnel selection through my involvement in processes for Ama, Atac (formerly Trambus), and Ferrovie Italiane.

This hands-on experience in the selection process has provided me with a deep understanding of human behavior, allowing me to effectively assess and analyze the qualities and suitability of individuals for specific roles.