

EDOARDO NOCE



Marketing Manager Greater China

Company Name: FABBRI 1905

Dates Employed: Feb 2017 – Present

Employment Duration: 1 yr 10 mos

Location: Shanghai City, China

12 years' experience in creating and leading marketing communications campaigns for foreign brands in China. I have been working for American, Italian and Chinese communication companies serving both established multinationals and start-up firms, developing and executing marketing plans in a wide and diversified range of industries and businesses: interior decoration, fashion, automotive, pharmaceuticals, F&B.

A successful team manager: trained and led multicultural teams with proven track records in all aspects of marketing communications in order to launch integrated campaigns, including brand localization, trade shows, digital marketing, traditional advertising, events and exhibitions.

With a broad business network in Mainland China, I have developed a strong business sense in finding new clients, unveiling opportunities and pitching for new projects. Specialties: Integrated Marketing Communications, Business Management, Branding, Project Management, Business Development, PR, Events, Digital Marketing, Advertising

I'm in charge of the marketing operation (B2B and B2C) in Greater China of 3 BU: Pastry & Gelato, Horeca and Retail. The scope of responsibilities ranges from marketing intelligence, marcom strategy and implementation.