



ADA MARIA PATRIZIA DE IULIO

EXECUTIVE ASSISTANT TO VIP AND CEO'S - GROWTH & DIGITAL MARKETING SPECIALIST

WHAT CAN I DO FOR YOU?

A Senior Executive Personal Assistant, Business Partner with a strong experience gained within various international multicultural contexts. Several years of complex difficult challenges. Problem solver able to cope under pressure, selfstarter, proactive, can do attitude, able to face front critical situation and continuous changing demands and priorities with a strong expertise in growth & digital marketing

Positive Approach

"Do it with passion or not do at all": with a strong ethic and sense of commitment in ensuring that the strategic objectives are achieved. Always with the aim of supporting the improvement of a great team

Creative

Keep and open-minded and view about new challenges and ensuring that these are confronted with determination until the results are recorded

Education

2021 Master Growth Hacking - Talent Garden Italia - in progress

2021: Master Growth & Digital Marketing - Talent Garden Vienna

2019 Master Digital Marketing - DoLab School - Luiss Enlabs

Maturità tecnica - Perito Azle Lingue Estere - ITC Antonietti - Bachelor Degree

Languages

Italian: Mother tongue
English: Proficiency C1
French: Proficiency C1
Spanish: Basic

Nov 2021 - Attendance to the Global Executive Assistant Summit in Barcelona as speaker.

Awards

"Simply the Best at Quest/DELL 2014

Best European employee of the Year

GDPR: In compliance with the GDPR and the Italian legislative decree nr. 196 dated 30.06.2003, I hereby authorize you to use and process my personal details contained in this documents

PROFESSIONAL BACKGROUND

From Jan 2021 - Personal Assistant and Growth & Digital Marketing Specialist - Freelance

From 2018- Aug 2020 Office Manager Executive Assistant to the CEO and Digital Marketing specialist covering a 360 degrees role, also supporting the Managing Director. I have been in charge of the organization of the smartworking for more than 200 employees and internal consultants managing all the different aspects related to the COVID decrees; also in charge of special projects, relationship with external consultants (legal etc) on behalf of the md and of the chairman, legal agreements, change management, HR induction new hired, client relationship, special confidential activities,

- Organization and attendance to internal and external meetings/ travelling with the CEO
- Handling confidential info Manage complex calendaring and strong ability to optimize Director's time across multiple businesses.
- Manage complex travel & expenses, including strong knowledge of visa requirements and international travel regulations. Logistic car transfer/ hotel booking/flights/ trains
- Time Management Letters, mailing list, videoconferences, conf call arrangements translations
- Powerpoint presentations, excel spreadsheet and graphs and charts, reports Client Proposals, agreements, contracts both in English and Italian Relationship with institutional clients Arranging for pitch/business development - translations
- Corporate event and workshop organization closing dinners, deal announcements
- Proactively anticipates the needs of the CEO and resolves issues in a professional and timely manner Assists with personal financial needs such as depositing/cashing weekly payroll for household staff Account Manager for Chairman's personal and business credit cards
- Provides historical reference by defining procedures for retention, protection, retrieval, transfer, and disposal of records.
- Designs and implements office policies by establishing standards and procedures; measuring results against standards; making necessary adjustments.
- Keeps management informed by reviewing and analyzing special reports; summarizing information; identifying trends.
- Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Contributes to team effort by accomplishing related results as needed
- Social Media Management, CRM, Customer relationship, Data analysis, funnel reviews, FB campaigns, ads management, client retention, client survey, mailing list, newsletter, brand awareness

Contributions:

- Negotiated favorable terms and pricing agreements with suppliers saving at least 25K annually.
- Improved office efficiency by implementing new processes and with inventory controls
- Enhanced communication between creative department and executive management team, fostering a sense of teamwork and collaboration
- Planned and coordinated PR initiatives, business development events, partner retreats, holiday parties and more.

CONTACTS

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MARIADA DE IULIO

EXECUTIVE ASSISTANT - GROWTH & DIGITAL MARKETING SPECIALIST

Mar 2016 – Mar 2017 ESA – European Space Agency

Office Manager Assistant to the Italian Branch CEO and Office Coordinator (replacement for a maternity leave)

Management of the whole aspects related to the Senior PA accomplishments in an international multicultural environment Manage complex calendaring and strong ability to optimize Director's time across multiple businesses

- Provide high touch inbox management for the Director: Creates a system for managing/organize inbound emails and can draft replies as needed Develop strong partnerships with the leadership team to seamlessly support the business direction
- Conceptualize and implement administrative mechanisms that allow for increased efficiency and ability to scale
- Manage complex travel & expenses, including strong knowledge of visa requirements and international travel regulations.
- Organize team meetings, conferences, and social events
- Anticipate challenges and plan accordingly ahead of need (outside of calendaring, i.e. staffing, development, talent pipeline, etc.)
- Maintains office staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.
- leverage proven management and training skills to grow efficiency at Esa, training organization, survey creation, pivot table, powerpoint presentation.

June 2010 – Dec 2014 – Quest Software Dell Office Manager Italy - Executive Admin Assistant to the CM -Event and MKTG Specialist

•Management of the facility management budget

- travel management : responsible for all the aspects related to the business travel (best fare,
- travel agency agreement, business travel provider management, travel policy etc) P.O. Oracle Applications
- organizing the office layout, furniture's and maintaining supplies of stationery and equipment;
- relationship with new employees : agreement letters – collection of the hiring docs monthly reports with employee holidays – h off and sick leave delegating work to staff and managing their workload and output;
- reviewing and updating health medical insurance - relationship with all the suppliers - corporate agreements- purchase orders raising; presales assistancecompany cars management
- dispersing petty cash; daily relationship with the different headquartersfor the administrative tasks (invoices etc.)organizing and monitoring the moving of the office (from the identification of the spaces till the signing of the agreement and the implementation of new layout and new furniture's) Coordination of 5 staff resources

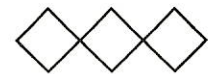
Contributions:

- Developed efficiency-enhancing workflow/process improvements that made it possible to accommodate increasing responsibilities necessitated by staff reductions.
- Decreased expenditures 15% by implementing inventory controls, standardizing ordering procedures and arranging new agreements with different suppliers obtaining a strong reduction of costs with a better service and more advantages for the employees.
- Saved thousands of euros in fees and improved the response-rates of direct marketing campaigns by bringing formerly outsourced mass-mailing function in-house

2003 – 2009 Personal Executive Assistant to the MD and to the Chairman – Office coordinator – UBS Corporate Finance Italia



- SEO e Google Analytics
- Social Media Strategy
- Marketing
- web content development
- Copywriting
- Blogging and brand awareness
- Project management
- Landing Page/Layout project



Skills



- Windows XP, VISTA,
- Mac, IOS,
- Calendee,
- advanced knowledge Word, Pivot Table, Excel, Powerpoint,
- Canva, Photoshop, indesign, illustrator
- teams, zoom, meet, webex
- oracle, application., sales force, SAP, elite, fatture incloud
- google analytics
- miroboard, various app,
- nexi app,
- zapier, hubspot, figma, clickfunnels, mailchimp





Ministero della Giustizia

Sistema Informativo del Casellario Certificato del Casellario Giudiziale (ART. 24 D.P.R. 14/11/2002 N.313)

CERTIFICATO NUMERO: 97155/2021/R

Al nome di:

Cognome **DE IULIO**
Nome **ADA MARIA PATRIZIA**
Data di nascita **17/08/1976**
Luogo di Nascita **ROMA (RM) - ITALIA**
Sesso **F**



sulla richiesta di: **INTERESSATO**
per uso: **RIDUZIONE DELLA META' DELL'IMPOSTA DI BOLLO E DIRITTI: PER ESSERE ESIBITO IN
OCCASIONE DI CANDIDATURA ELETTORALE (ART. 1 COMMA 14 LEGGE 3/2019)**

Si attesta che nella Banca dati del Casellario giudiziale risulta:

NULLA

ESTRATTO DA: CASELLARIO GIUDIZIALE - PROCURA DELLA REPUBBLICA PRESSO IL TRIBUNALE DI ROMA

Si attesta l'avvenuto pagamento (art. 273 e 285 T.U. 30/5/2002 n. 115) del

☒ diritto di certificato

☐ diritto di urgenza

ROMA, 30/08/2021 11:43



IL RESPONSABILE DEL SERVIZIO CERTIFICATIVO
D.ssa Nadia Lopez

Il presente certificato non può essere prodotto agli organi della pubblica amministrazione o ai privati gestori di pubblici servizi della Repubblica Italiana (art. 40 D.P.R. 28 dicembre 2000, n. 445), fatta salva l'ipotesi in cui sia prodotto nei procedimenti disciplinati dalle norme sull'immigrazione (d.lgs. 25 luglio 1998, n. 286). Il certificato è valido se presentato alle autorità amministrative straniere.

**** AVVERTENZA ****

Certificato del casellario giudiziale - (ART. 24 D.P.R. 14/11/2002 N.313) - al nome di:

Cognome	Nome	Luogo di Nascita	Data di nascita	Sesso	Paternità	Codice Fiscale
DE IULIO	ADA MARIA PATRIZIA	ROMA	17/08/1976	F		

Si attesta che nella Banca dati del Casellario Europeo NULLA risulta.