



NINA ROMANO

SENIOR MARKETING MANAGER

ABOUT

Global strategic thinker with extensive experience, as well as a Market level leader with a proven track record. A unique combination of creative marketing abilities and business strategy development. Strong drive and capacity to not only succeed but to be of most value. An avid fan of originality and innovation.

PROFESSIONAL SKILLS

Brand Strategy
Social media strategy
Comms plans & budgets
Web content development
SEO and Google Analytics
Advertising
Vendor management
Project management
Layout design
Market research

PERSONAL SKILLS

Imaginative
Reliable and professional
Approachable and empathetic
Dedicated
Team player
Leader and motivator
Communicator

CONTACT

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SOCIAL

LinkedIn

EDUCATION

BACHELOR OF ARTS, COMMUNICATION STUDIES
Concordia University, Montreal | 1993 - 1997 Honours

LANGUAGES

Fluent: English, Serbian
Conversational: Spanish, French, Greek, German

EXPERIENCE

Marketing Director AMT PostPro

2020 - current (Netherlands)

- Drive to standardize the brand identity, vision, promise, creative, voice and storytelling, while creating growth through communications and activations, for a start-up in the 3D Printing industry.
- Develop and manage distinctive brand assets including company positioning, product value proposition and campaign assets.
- Actively use market & customer data, research, and experimentation to increase lead conversion.
- Emphasize and champion the process that creates a fast and agile team while encouraging a supportive environment that leads projects to successful completion.

Head of Marketing Communications DSM Dyneema

2018 - 2020 (Netherlands)

- Guard and leverage the brand across all marketing activities.
- Manage brand investment, track and report on progress.
- Share with team members best communication practices, lead team appraisals and monitor career growth paths for the team.
- Grow a talented, digitally focused and motivated group that is ready to perform, to change the status quo and create new digital bridges to success with our customers and end-users.

Global Brand Marketing Communications Manager DSM Dyneema

2015 - 2020 (Netherlands)

- Brand strategy and positioning in the B2B and B2C markets for Performance Fabrics.
- Entered and established The Dyneema Project as the new key player in a seasoned market within two years, by doubling the leads as well as the PR value within a year.
- Shaped strategic and creative proposals that result in impactful, on-target marketing programs, identifying breakthrough ideas while anticipating industry trends.
- Increased the key campaigns' visibility by producing videos and print content, focused distribution methods, and tools needed to enable the sales teams.
- Supported and initiated co-branded collaborations with multiple brands across Fashion, Lifestyle and Sports industries, with a detailed approach for Premium customers.



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Regional Senior Brand Marketing Manager Reebok (South-East Europe)

2011 – 2015 (Athens, Greece)

- Managed a seven-digit budget and a team of 6 managers in 5 countries for Account Marketing, Sports Marketing and Product Marketing.
- Development and management of a bi-annual 360 Communication Plan, execution of ATL and development of all consumer-facing activations and events. Led media planning and media monitoring.
- Consistent double-digit growth vs. PY
- Sell out target achievement of +70% across Channels/Countries/product in a fluctuating market.

Regional Head of Brand adidas Originals (South-East Europe)

2010 – 2011 (Athens, Greece)

- Management of a yearly budget and team of 3 managers in 5 countries.
- Direction set up for all Marketing engagements (strategic objectives and success measures, customer targeting and prioritization, media channels selection, market needs identification, competitive assessment, creative strategy)
- Strategic selection, briefing and development of key suppliers and agencies

Senior Global Digital Manager adidas AG

2001 – 2008 (Global HQ, Germany)

- Global concept lead for annual delivery of 10-15, fully localised websites to a global audience in 17 languages and 33 different country domains, as well as management of production teams.
- Sourced and maintained new partnerships with agencies responsible for creating impactful business and brand solutions while building equity and competitive advantage in the digital market.
- Identified meaningful insights from a variety of digital sources and help the organization translate them into impactful business and brand solution that build equity and competitive advantage.
- Management and development of Superstar35, the first fully online-only campaign that included the collaboration of 32 markets, 17 Global retailers, and achieved 2M unique visits in 2 months.

Global Multimedia Manager adidas AG

1999 – 2001 (Global HQ, Germany)

- Management and development of 27 B2C Global Product Catalogues (business plan, interaction design, information architecture and web design.)
- Headed the internal and external team in the complete Global Online Store restructure, redesign and launch. (33 countries, 13 languages)

New Media Project Manager Stylus Inc.

1997 – 1999 (Montreal, Canada)

- A pioneering approach to digital media as a key agency in communications.
- Project Management and quality-control for Innovation Multimedia Presentation content (EN & FR)