

Pina Russo, MBA, BBA

Digital Strategy & Communications Professional

1 Snowshoe Millway, Toronto, ON M2L 1T4 | 647-839-9242
Email giuseppinarusso@gmail.com | Twitter @PinaRussoM
LinkedIn ca.linkedin.com/in/giuseppinarusso

Diligent project manager offering a proven record of success leading all phases of diverse marketing technology projects; leverage technical, business and financial acumen to communicate effectively with client executives and their respective teams. Fluency in English, Italian, Spanish, French, and Portuguese enhances powerful communication skills.

Driving digital transformations for global environments

Marketing Strategy
Business Intelligence
Project Management
Marketing Technology
Requirements Analysis/ROI Analysis
Team Building & Mentoring
Stakeholder Management
Planning/Testing/QA/Rollout/Support
LMS – Success Factors, Question Mark
Enterprise Implementations
AEM, Adobe Target, Oracle SRM, Eloqua,
Google Analytics, Google Tag Manager,
Share Point, Sales Force

CAREER HIGHLIGHTS

Informa Global Exhibitions, Toronto, ON

July 2017- Present

SENIOR MARKETING MANAGER – FANEXPO PORTFOLIO

Responsible for managing the PopCulture marketing group, designing and deploying traditional and digital initiatives

- Project-managed the digital transformation of 10 consumer shows in North America, including training of key users and content managers on AEM and Eloqua
- Created and implemented digital campaigns to increase brand exposure and ticket sales for existing and newly acquired trade shows in USA and Canada, producing an average of 12x ROI and 22% increase in attendance
- Mapped digital journeys for 5 target audiences, created taxonomy for pop culture segment that has been used to improve tagging, keyword positioning and AdWords campaigns and for Adobe Target
- Managed a team of 8 individuals responsible for social media, graphic design, print, digital marketing, communications, operations and guest's relations
- Developed an effective reporting and analysis framework aligned to overall business KPI's, objectives, and goals conducive to the optimization of all digital programs and projects for all pop culture shows

KPMG International, Toronto, ON

January 2017- June 2017

CONTENT MANAGER – GLOBAL L&D

Responsible for identifying, evaluating and deploying global content initiatives, including improving user experience with existing/new portals

- Project-managed the Advisory learning maps initiative involving the transition of repositories of content to new the Shared Point platform
- Created and implemented processes for integrating content inventories, developed training guidelines for interns and coordinators in learning technologies and operations
- Conducted regular stakeholder assessments to identify potential areas of opportunity and delivered customized communications in Spanish, Italian and Portuguese while factoring in cultural differences
- Led weekly cross-functional team meetings to resolve technical issues and delivered timely communications to local digital groups

KPMG International, Toronto, ON

May 2015- February 2017

CONSULTANT – GLOBAL DIGITAL MARKETING

Recruited to provide support to member firms in the EMA region while leading the relationship with local digital marketing groups.

- Led the global rollout of new digital platform for 96 members firms in the EMA and Americas region
- Created go-live communications plans for member firms in all regions where KPMG operated

- Prepared and presented 50+ support calls where client issues were identified, resolved and/or escalated to cross-functional teams for an average audience of 75 people

Pina Russo, MBA, BBA
Digital Strategy & Communications Executive

Page 2 of 3
 Continued

CAREER HIGHLIGHTS, CONT'D

- Bridged communications with internal groups including social media, analytics, operations and product teams locally and overseas
- Conducted analysis and prepared sanity check reports for countries in different waves of platform adoption
- Managed an average of 1,440 emails on a monthly basis by providing recommendations for clients and identifying issues and their resolution process for digital initiatives
- Project-managed the organizational digital maturity assessments for 23 country digital teams, developing structured recommendations to drive local organizational improvements for the adoption of the new digital platform

Global News Matters, Toronto, ON

2011 - 2015

DIGITAL MARKETING MANAGER

Recruited to design digital content and inbound marketing strategies, position new market research products in the region and develop dashboards and performance reports

- Created inbound campaigns for Media Companies (Miami Diario, Caribbean Journal) and social platforms (Wind2Share) to monetize their content feeds with native ads and display advertising.
- Led Media buying processes for clients in North America and the Caribbean.
- Developed processes for managing enterprise-wide data throughout the data lifecycle from capture to processing to usage across all layers of the application architecture. Led online research studies on buying patterns in ethnic groups

TORONTO HYDRO, Toronto, ON

2009 - 2011

BIP CONSULTANT, CONSERVATION DEMAND MANAGEMENT UNIT

Created business requirements for energy conservation programs for the commercial segment. Designed the front end functionalities based on the Customer Development Process and identified the appropriate CRM software capabilities

- Performed financial modeling, evaluation and support for the BIP Program. Exceeded quota expectations for the 2008 program by 25%

JOHNSON & JOHNSON, Caracas, Venezuela

2005 - 2008

GROUP MANAGER – Johnson's Baby®

Developed and executed customer specific and franchise-specific category management initiatives, including shopper research

- Led market research for the Andean region and created a new portfolio strategy for the low income consumer target. Increased the opportunity for distributors to handle the J&J portfolio, boosting sales by 25%, volume by 35% and providing a 45% shelf space increase for 115 sku's.

ACADEMIC EXCELLENCE

Executive Master of Business Administration

Richard Ivey School of Business, University of Western Ontario | London, ON

Master in Public Relations

Centro Studi Comunicare l'Impresa | Italy

Bachelor of Business Administration, Marketing

PROFESSIONAL ACTIVITIES

Author: "*Hispanic Boom: A \$5 Billion Opportunity*", Amazon Best Seller June 2015; "*Digital Mompreneur*", Amazon Best Seller February 2015

Engaging Speaker: Latinos in Innovation, Technology and Social Media Conference (LATISM) – Annual Conference; Social Media Week (Toronto & Miami)

Volunteer Project Communications and Stakeholder Management Instructor: Leadership in Project Management Network (LPMN) | Toronto, ON – 2014 – Present