

PRODUCT MANAGER

Gianni Bianco

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OBJECTIVE

Marketing student from a top-tier Business School is seeking an entry-level Product Manager role within consumer goods.

KEY SKILLS

- ◆ Excels in fast-paced environments
- ◆ Excellent presentation
- ◆ Proactive critical thinker
- ◆ Skillful multi-tasker
- ◆ Cross-culturally aware
- ◆ Stellar written & verbal skills

EDUCATION

University of Oxford, Oxford, U.K.
Bachelor of Marketing
Academic Commendation; GPA: 3.8

Due to graduate September 2020

PROFESSIONAL EXPERIENCE

Acme Cosmetics, Ltd., London, U.K.
Marketing Intern

High-street cosmetics brand
June 2019 - August 2019

- ◆ Assisted with the overall day-to-day administrative needs, including product management for 10+ cosmetic lines, mailings and booking meetings
- ◆ Supported the marketing team with community management, influencer outreach on Instagram, Facebook and Tik Tok
- ◆ Provided support for the planning and the execution of PR events most notably the high-profile “Mascara Magic” launch
- ◆ Organized photo shoots for product advertising, including pack shots for lipstick lines targeting teens
- ◆ Created monthly competitive analysis reports of the U.K. beauty colour market

LANGUAGES & SKILLS

Languages: Italian: native

English: fluent (written & spoken)

Japanese: basic (spoken only)

IT Skills: Microsoft Office: expert

Adobe Suite: intermediate

Google Analytics: intermediate

PROJECTS & PUBLICATIONS

- ◆ Article: “Best Practices in Social Media Marketing” in The Drum (10 June 2019)

HOBBIES & INTERESTS

- ◆ Sailing
- ◆ Judo
- ◆ Horse-riding
- ◆ Tennis
- ◆ Chess