

DANIELA GHIDOLI

- CURRICULUM VITAE -

Name Daniela Ghidoli
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Nationality Italian
Born 16.06.1981 - Turin -
Domicile Turin (Italy)

EDUCATION

Period October 2006 – March 2011
Institute Turin University – Faculty of Letters and Philosophy
Phd: Semiotics
Thesis “Machine Learning: a new protocol starting from the Semiotic Approach applied on Sentiment Analysis.”

EMPLOYMENT RECORD

Period 2018 - ...
Company Accademia Belle Arti di Brera
Position **Contract Professor**
Main activities and responsibilities Course (68h): Communication & Advertising

Period 2016 - ...
Company Università degli Studi di Torino
Position **Contract Professor**
Main activities and responsibilities Course (24h): Semiotics of Body Languages

Period 2016 - ...
Company NEXTATLAS – iCoolhunt SPA
Position **Head of Client Services**
Main activities and responsibilities Innovation & Strategic consulting, including business, brand, product, marketing & communication strategy development. My aim is to help companies to solve tough problems using a combination of consumer intelligence approaches (Semiotics/Anthropology/Sociology) and data science. We support the brand team during the new strategic proposals, thinking and evaluating product concepts, guiding the marketing and communication assets in collaboration with the best Research, Media and Creative Partners.

Period 2016 - ...
Company IED (Turin)
Position **Professor of Strategic Planning**
Main activities and responsibilities For the Annual Communication Master (30h).

Period 2014 – 2016
Company Armando Testa Group - TDH
Position **Research&Strategy Manager**
Main activities and responsibilities Working to startup a new concept of agency, with the total integration of Digital, ATL, BTL and Media approaches. New Business Development. Research&Strategy Management of the clients' projects. Managing and mentoring of different teams and cross job roles (Strategists, Accounts, PMs, Designers...) in order to activate the new approach into a flowing workflow.

Period 2013 - 2014

Company	Zenith Optimedia
Position	Strategy Manager
Main activities and responsibilities	Definition and development of Global Digital Strategic Approach with guidelines and milestones; management of the insights & digital strategy production; supervision of the workflow and output in term of digital strategies and projects; training of resources.
Period	2012 - 2013
Company	UDC
Position	Communication Consultant
Main activities and responsibilities	Scenario Analysis & Strategic Planning: competitor mapping, social media listening, strategic planner.
Period	2013 - 2015
Company	Polimoda (Florence)
Position	Professor of Strategic Planning
Main activities and responsibilities	For several International Masters: Fashion Communication, Luxury Management, Brand Management, Trend Forecasting, Fashion Stylist. Courses: Strategic Planning Course (90h), Communication Course (90h), Luxury Communication Course (30h), Fashion Communication Course (30h).
Period	2012- 2013
Company	Diennea – MagNews
Position	Strategy Manager
Main activities and responsibilities	Startup of the new Services Area (Digital Marketing, Design, Tech, Strategic Planning Teams). Structuring of the Offering, during the presales and sales phases (brief/sales kit/training for Vendors/Accounts). 30 people compose the Services Area, from senior IT, DEV, UX, PM,SEO/SEM, SOCIAL to junior resources.
Period	2009 - 2012
Company	DigitasLBI Group
Position	Digital Strategic Planner
Main activities and responsibilities	<p>1) Strategic Plans performance oriented:</p> <ul style="list-style-type: none"> • Strategies from Goals to Visibility/Contact/Engage/Retention lead oriented • Social Media Projects: Strategy, Plan, Management, Monitoring, Fine Tuning • Adv Campaigns (sea, ppc, cpa, affiliation, mobile, retargeting, direct) • Digital Identity Optimization (positioning, monitoring and fine tuning) • ROI forecast and monitoring & KPI identification • Analytics dashboard: reporting model design <p>2) Marketing intelligence (Quantitative/Qualitative approach): <i>to identify Strategic Insights, New Target Segment, forecast ROI, Creative Guidelines</i></p> <ul style="list-style-type: none"> • Market Trends: main trends, seasonality, benchmarking&best practices • Competitors Analysis: brand identity vs brand equity, sales&comms strategies, positioning mapping • Target Analysis: socio-demographic profile, sentiment analysis, insights, coms styles, personas • Brand/Products Positioning: Brand Reputation, USP, mapping
Clients	Automotive & Motors (Citroen, Metzler-Pirelli); Food&Beverage (Barilla, Colussi, Lavazza, Donnafugata); Tourism&Travel (ATA-Azores, NTV-Italo); Financial & Banking (CartaSi, EuropAssistance); Space Agency (ESA); Retail (Geox, Prenatal); White Goods and Home: (Indesit-Giobai)
Period	2008 - 2009
Company	Baba Consulting
Position	Senior Researcher - Semiotician

Main activities and responsibilities	<p>1) Marketing intelligence with Semiotics Approach: <i>market analysis, competitors analysis, benchmark, development strategies, Web Marketing Analysis</i></p> <ul style="list-style-type: none"> • Sector scenarios • Identification of business opportunities • Brand Positioning & Brand Mix • Developing new products concepts (es: brand extension) and extensive verifications • Strategic concept identification (product & adv) • Monitoring (product, mix) with off & on line tools • Copy analysis (pre/post/tracking) & Naming • UX flow evaluation (corporate/ecommerce/product/channels integration) & restyling <p>Methodology: • Semiotic and motivational fieldwork • Ongoing monitoring of international trends • Ethnographic surveys • Qualitative Desk • Quantitative Survey</p> <p>2) Development and management of market research plans & strategic plans (with Clients, PR agencies, SEO and Media Center, ADV agencies)</p>
Clients:	Media (RAI, MTV, LA7, Hachette Rusconi, Kijiji – eBay); Retail (Oviesse); Healthcare/ Body (Recordati, Tau Marin); Beverage & Tobacco (Heineken, BAT - British American Tobacco)
Period	2007 - 2008
Company	Maxus (Mc2 - Wpp Group)
Position	Media Planner (print, radio, digital, OOH, less TV)
Main activities and responsibilities	<p>Media Strategies; Media Budget Management; Planning.</p> <p>Software: Nielsen//Net Rating, Nielsen//AdRelevance, Pulsar (Eurisko–Sinottiaca), Adquest Millenium, Adbox, Mediasoft.</p>
Clients	Lancia, La Rinascente, Banca Sella, Consel, Leroy Merlin, Bricocenter, Upim, Edison SpA, Edison Energia

PUBLICATIONS

- Ghidoli D., “*Verso una tecnologia di pattern recognition attanziale*”, in AISS, Atti di Convegno, 2016.
- Ghidoli D., “*La costruzione della propria identità politica a partire dalle immagini dei propri rappresentanti: prime riflessioni*”, in Immagini, Lexia, 2013.
- Ghidoli D., “*Facebook, santuario virtuale di gocce di vita reale*”, “*Facebook, virtual sanctuary of real life’s drops*”, in Worship, Lexia, n°11-12-13, 2012.
- Ghidoli D., “*Memorie e perdono digitale*”, “*Memories and digital forgiveness*”, in Digital trends, Spot&Web, June 2011.
- Ghidoli D., Suighi G., “*Non è mai troppo tardi: social flavor e brand equità vanno in analisi, o meglio in Analytics*”, “*It’s never too late: social flavor and Brand Equity are in analysis, or rather, in Analytics*”, Digital’s Calling, ADV, May 2011.
- Ghidoli D., Willing R. “*Social Graph di Facebook: dall’utente portatile alla ricerca sociale*”, “*Facebook Social Graph: from the portable user to social research*” Digital’s Calling, ADV, February 2011.
- Galli L., Ghidoli D., Willing R., “*Social CRM: la relazione continua*”, “*Social CRM: the relationship continues*” in Communication, ADV, December 2010.
- Ghidoli D., Willing R., “*iPad: tata&educatrice tascabile*”, “*iPad: the nanny pocket*” in Digital trends, Spot&Web, 13th October 2010.
- Ghidoli D., “*Agency e Attanti, attori, agenti: Facebook e la celebrazione della quotidianità*”, “*Ageny and actants, actors, agents: Facebook and the celebration of everyday life*”, in Attanti, attori, agenti – Linguaggi e teorie dell’azione a confronto, Lexia, n°2, December 2009.

CONFERENCES

- “Da una lettura semiotica della smorfia, a una riflessione multidisciplinare sul coraggio”, per il ciclo di Seminari “Semiotica del Volto, Circe, 2017-2018.
- “Facebook, virtual sanctuary of real life’s tears”, Conference “Cult in Religion and Beyond: Clutures, Languages, And Media of Ritual Efficacy”, International Symposium, CIRCE, University of Turin & South-Est Center of Semiotic Studies, New Bulgarian University, January 2012.
- “10 cose da sapere sui Social Media”, “10 insights to know about Social Media”, Forum della Comunicazione Digitale 2010.
- “Il caso Caffarella: influenze e rielaborazioni mediatiche on e offline”, Convegno “Politica e Media”, AISS 2009.