

ANNA ZOVETTI



Communications Manager

12+ years experience in corporate & internal communications, marketing, media relations & PR.

Disciplined, organized and result oriented. Passionate about learning.

Proven effective management of multiple projects, with high quality outputs.



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San Mauro Torinese (TO),
Italy



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EXPERIENCE

EMEA MARKETING COMMUNICATION MANAGER – JUN. 2020 - PRESENT TOPCON POSITIONING GROUP

Leading an international team of internal resources and agencies to shape the EMEA markcomm approach for all of the Company's BUs. Responsible for the regional marketing goals and objectives and the digital transformation of the department.

COMMUNICATIONS & PR MANAGER EUROPE – 2019 – J 2020 TOPCON AGRICULTURE

In charge of developing and executing the European Communication & PR plan, including glocalization of corporate messages and advertisings, brand positioning activities, media relations, press events, tradeshowes and social media management.

CORPORATE & INTERNAL COMMUNICATIONS MANAGER - 2011 - 2019 AVIO AERO, A GE AVIATION BUSINESS

Accountable for Internal Communications activities and Events management, developing change management and cultural integration strategic plans and employees engagement strategies. Successfully managed internal, external and corporate events, marketing communication and tradeshowes. Communications Manager for Engineering and Operations (Italy and abroad), covering the great majority of the Company's employees population during a challenging changing time.

MARKETING COMMUNICATIONS SPECIALIST - 2010 - 2011 SIEG GROUP (RENEWABLE ENERGIES SME)

Marketing Communications management, including web site and advertising.

COMMUNICATIONS SPECIALIST - 2008 - 2010 UNIVERSITY OF TURIN, IT DEP.

Responsible for keeping effective communication between students and faculty.

SKILLS

Skill #1

Corporate & media communication, PR & marketing

Skill #2

Internal Communications & Employees Engagement Strategies

Skill #3

Social media management

Skill #4

Storytelling and advertising

Skill #5

Project Management

LANGUAGES

ITALIAN

Native

ENGLISH

Proficient

FRENCH

Intermediate

SPANISH

Intermediate

COMMUNICATIONS TRAINEE- 2007
POLYTECHNIC OF TURIN

EU funding communications activities, double-degrees and international studies promotion.

EDUCATION

EMBA CANDIDATE – CLASS OF 2022
SAA, TURIN

BACHELOR DEGREE - 2003 - 2006
UNIVERSITY OF TURIN

Political Sciences, major in International Studies. Erasmus program in Madrid.

MATURITA' CLASSICA - 1998 - 2003
LICEO GINNASIO VIRGILIO MANTOVA

One year exchange student in the US.