



LAURA TUFARI

Social & Content Manager

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Currently leading a team of Social media and content marketing experts for one of the biggest online travel companies in the world, I define global content strategies that bring real value to business' objectives.

EXPERIENCE

HEAD OF SOCIAL & CONTENT MK eDreams Odigeo, 01/2015-present

- Manage a team of 9 social and content strategists and specialists.
- Develop content strategies crosschannel (Social media, blogs, websites) and format (video, editorial content, social apps), for all our groups' brands and markets.
- Set and monitor objectives and KPIs.

CONTENT MARKETING LEAD eDreams Odigeo, 06/2014 - 01/2015

- Manage a team of 3 content specialists.
- Develop and implement the inspirational content strategy for Odigeo's brands.

CONTENT SPECIALIST eDreams Odigeo, 02/2012 - 06/2014

- Community manager and blogger.

PR & COPYWRITER Primadv agency, 2010-2011

- Media relations and organization of events for different clients.
- Copywriting for corporate comms material and ad campaigns.

EDUCATION

MANAGEMENT OF NON PROFIT ORGANIZATIONS

University of Urbino, Masters' degree

BUSINESS COMMUNICATION

University of Padua, BA

ADV & PUBLIC RELATIONS

University of Alicante, Erasmus scholarship

KEY STRENGTHS

- Leadership of cross-functional and multicultural team.
- Strategic and analytical vision.
- Project management.
- Communications skills, negotiation and influence.
- Creative and innovative thinking.
- Mentorship.

SKILLS

- Social media
- Web content management
- SEO
- Web analytics

LANGUAGES

Italian ●●●●●
 Spanish ●●●●●
 English ●●●●●

[For more past experience check on LinkedIn >>](#)