

CURRICULUM VITAE



PERSONAL INFORMATION

Name	Francesca Cambi
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Nationality	Italian

EDUCATION AND TRAINING

1986-1991	Tourism Diploma
1992-1996	University of Florence, Oriental Languages faculty (4 th year)
2020-2021	Luiss University, Marketing Management Executive Master Programme

MOTHER TONGUE Italian

OTHER LANGUAGES English, French, Japanese

WORK EXPERIENCE

Current	Experienced professional with more than +25 years expertise within marketing, tourism marketing and relational marketing, I moved as free lance marketing consultant to support companies, their leaderships and teams in fostering and optimizing their Brand Identity, touchpoints and marketing activity with a customer centric approach.
2001- 2022 (July)	THE MALL LUXURY OUTLETS (TMLO) KERING GROUP Fortunate enough and proud to have been part of TMLO since its “debut” on the market in 2001, contributing to build its outstanding brand value, awareness and

positioning which outcome has made TMLO a *Brand* known all over the world and a successful case history within the outlet industry arena.

As marketing manager, over my journey within TMLO company I led, developed and managed all TMLO marketing activities based on a guest centric approach and therefore focusing on the customer journey and alignment of all the touchpoints with the brand identity which I actively contributed to create and boost.

The capability of anticipating trends, a think out-of-the-box attitude, a holistic vision, the empathy, the care of details and of each single person part of my team has flown into carrying out a unique, original as well as focused marketing activity, stepping out as forerunners and achieving excellent results.

Responsible of the development of the short and medium-term marketing strategy, brand purpose and vision, including the relevant roadmap I had the privilege of humbly participating to "TMLO story" made of emotions and tenacity.

Marketing activities shortlist:

- Short & Medium Term Marketing strategy with a strong Guest centric approach;
- Brand identity & DNA development;
- Touchpoints analysis and consistency alignment;
- On site experience assessment and enhancement;
- On site all year-round events management;
- Relational marketing > CRM/Loyalty development and management;
- World-wide tourism marketing management with the purpose of developing qualitative incoming flows;
- Outdoor communication management;
- On site welcoming and upgrading experience services;
- Development and management of transport services;
- Special projects (e.g. TMLO merchandising).

Prior the PR & Communication, Leasing and General Services dept. setting up:

- Web site and social channels development, analysis and management;
- Press and Creative agencies management;
- Tenants relationship management;
- Footfall, turnover/trend, nationality breakdown and market/competitors' analysis;
- Leasing related activities collaboration.

January – August 2001

VALUE RETAIL PLC

I held different assignments working alongside the Corporate, International and Italian Teams.

I then followed Fidenza Outlet Centre (Parma, Italy) project at an early stage.

1998-2000

PROGENCO ITALIA s.r.l.

Luxury outlet centres and boutiques promotion (e.g. Fox Town Outlet Centre Mendrisio, Lugano - CH, Gucci Outlet Shop Leccio, Reggello – Florence, Italy) in order to increase Asian visitors incoming (Japan, Korea, China).

1992-1997 **Free Lance Hostess**

Hostess for congresses, tourist guide, assistant buyer for Japanese buyers during exhibitions, trade fairs, others.

**TECHNICAL SKILLS
AND COMPETENCES**

Microsoft Office (Word, Excel, Power Point), Outlook Express.

DRIVING LICENCE

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I authorise the use of my personal data in compliance with Legislative Decree 196/03.