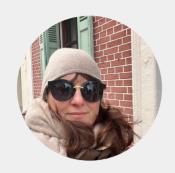
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ADELECHIARA NICOLETTI

ASSOCIATE DIRECTORITL'MARKETING AND ARTISTS'BRAND DEVELOPMENT



EDUCATION

EXECUTIVE MBA

Polytechnic of Milan School of Management / Milan / 2014

Marketing and Business

MASTER'S DEGREE

European Institute of Design / Milan / 2005

Marketing in the entertainment industry

MASTER'S DEGREE

University of Bari / Modern Letters / 2004

MASTER'S DEGREE

Conservatorio Giovanni Paisiello / Taranto / 2001

Piano

LANGUAGES

International marketing and creative development leader with extensive experience in the music industry, with a background in artist and management partnerships, brand development, digitalization, strategy, media, developed across multiple companies, categories and channels in both established and emerging markets.

WORK EXPERIENCE

WARNER MUSIC Jan 2021 - Present Paris

ASSOCIATE DIRECTOR MARKETING & ARTISTS BRAND DEVELOPMENT -CLASSICS

Led global marketing strategy and creative development for key recording artists, brands and catalogs. Crafting powerful artists' images (through editorial, pictures & videos) and building campaigns that drive sales. Strong track record of high-level negotiations. Key focus on: • International Marketing Strategy development and implementation throughout daily work with the markets

• Creative development • Brands partnerships • Sales growth • Strategic marketing campaigns • Business Development

SENIOR MANAGER, INT'L MARKETING & PROMOTION - CLASSICS

Led new release, global marketing strategy for a wide variety of recording artists and brands that encompassed advertising, digital marketing, publicity, promotions, touring, budget management and more. Developed and executed all aspects of event planning including global corporate conferences, artist release launches and thirdparty partnership promotions. Built successful internal and external relationships. Sole point of contact of the Maria Callas' heirs, launch of the official Maria Callas website, winning of three prestigious creative awards.

Consultancy

DIGITAL MARKETING AND NEW MEDIA

Italian

English

French

SKILLS

Global Marketing

Business Partnership

Strategic Marketing

Management - building a team from scratch

Business Development

Negotiation

Music Industry

I authorize the processing of my personal data pursuant to art. 13 of Legislative Decree 30 June2003, n. 196 "Code regarding the protection of personal data" and art. 13 of the GDPR (EU Regulation 2016/679). Aware that false declarations involve the application of the penalties provided by art. 76 of the Italian Presidential Decree445/2000, I declare that the information reported in this document is true.

Paris - 2024, July 3 Adelechiara Nicoletti

Apr 2013 - May 2014 Milan

WARNER MUSIC

Jun 2014 - Dec 2020

Paris

OUTFRONT MEDIA (former CBS) Nov 2010 - Dec 2012 Milan

EMI MUSIC

Jun 2009 - Oct 2010 Milan

IBM

Feb 2006 - May 2009 Milan

CONSULTANT

Built successful digital strategies around technologies and through a marcom plan integrating web, social media and augmented reality, enhancing awareness, engagement and driving sales. E-commerce development (market analysis, product presentation and storytelling, price-positioning, launch, adv campaign). Main clients: ZILLI, Emporio Armani, ENI, Warner Music.

INTERNATIONAL MARKETING MANAGER

Responsible for all corporate marketing, digital projects, activation and development of new social media channels, concept and launch of the company website, interactive advertising research and roll-out at European level. Delivery of integrated advertising campaigns based on different advertiser clusters. Business development. Main Partners: Ntv Italo, Sonae Sierra, Elisa Videra Main Clients: Mercedes, Eni, Sisal, Nintendo, Kraft, Samsung, Ferrero, Mindshare, Mediacom, Maxus, Mec, OMD, ZOG, Carat Posterscope, Havas MPG, Initiative Media

MARKETING MANAGER - CLASSICS

Sales growth YoY of 183% overall (2010 vs 2009). Drive profitability, sales and reputation of EMI/Virgin Classics in Italy via local marketing, advertising, promotion, business development with the key online and physical retailers in the Italian market. Set-up and roll-out of the first strategic marketing plan for Classical Business.

MARKETING & COMMUNICATION SPECIALIST

Worked with Ogilvy & Mother on the creative development of the corporate adv campaigns and with Mindshare on the media planning; deployment of marketing campaigns with an innovative cross-media approach thanks to the integrated use of different media; QR codes and Bluetooth integration into adv campaigns.

REFERENCES

LUT BEHIELS - VP INT'L MARKETING Warner Classics

▶ lut.behiels@warnermusic.com

BERTRAND CASTELLANI -VP ARTISTS & REPERTOIRE, INTERNATIONAL CATALOGUE Warner Classics

ALAIN LANCERON -PRESIDENT

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MARKUS PETERSEN - SVP GLOBAL OPERATIONS & BUSINESS DEVELOPMENT Warner Classics

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DORIANA DE BENEDICTIS -DIVERSITY & INCLUSION LEADER

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HOBBIES

- Piano Playing
- Running
- Travelling
- Swimming
- Music Listening
- Dogs