

Marina Torchiari

Project Manager | Data-Driven & Continuously Evolving Professional
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Knowledge and Skills

- Extensive Project Management experience on multi-cultural teams, onsite and remotely.
- Strong organizational skills: cross-functional collaboration, task prioritization, resource tracking
- Skilled in process optimization, reporting, vendor relations, and workflow documentation
- Executive-level support: calendar and relations coordination, confidential communications, stakeholder engagement
- Multilingual communication: fluent in English and Spanish; intermediate Italian; basic French and Portuguese

Professional Experience

Aylo (Dec 2025 - Now) Worldwide
Email Marketing Specialist

Planned, design and coordinate Email Marketing campaigns, both scheduled and automation triggered.

Torchiari (Jul 2008 - Now) Worldwide
Marketing Consultant

Provided strategic marketing and operational guidance to clients across diverse industries, including entertainment, hospitality, e-commerce, and pharma. Delivered end-to-end campaign support while streamlining business operations and improving team efficiency.

- Crafted content strategies, email campaigns, and SEO initiatives with a focus on execution and coordination
- Managed project timelines, budgets, and stakeholder communication across multiple teams

- Led partner relationships and process improvements, ensuring smooth collaboration and service delivery

Instaclick (Feb 2021 - Jun 2022) Worldwide

Project Manager

Directed cross-functional IT and development initiatives while heading the global Email Marketing team, navigating complex projects with precision in a fully remote environment. Drove operational cohesion across departments, aligning delivery timelines with technical development cycles and strategic business goals.

- Led multiple concurrent IT projects, overseeing planning, execution, and delivery in a fast-paced digital ecosystem
- Managed a distributed email marketing team, optimizing workflows and productivity across international time zones
- Developed digital strategy roadmaps, bridging engineering needs with business objectives
- Facilitated product feature scoping and backlog refinement with developers, using tools like Kibana for data validation and performance analysis
- Improved project lifecycle visibility through documentation, stakeholder updates, and KPI tracking

Interclick SA (May 2019 - Nov 2021)

Email Campaigns Team Lead

Directed high-volume email marketing operations across multilingual and international markets, aligning performance optimization with regulatory compliance. Blended creative strategy with technical execution to drive user engagement, revenue growth, and operational efficiency.

- Designed and launched mass-mailing campaigns, refining automation workflows for targeted delivery and audience segmentation
- Ensured adherence to global email regulations (GDPR, CAN-SPAM, DMARC/SPF), reducing bounce rates and boosting deliverability—contributing to a 20% lift in revenue
- Developed responsive HTML templates and localized content in Spanish and English for US markets, while leading the adaptation for seven European countries, improving average CTR by 15%
- Coordinated with Sales, Development, and Systems teams to streamline campaign execution and support cross-department collaboration
- Leveraged advanced tools (Kibana, MailerQ, MySQL, Rabbit MQ) to monitor campaign performance, enhance system integration, and increase operational throughput by 15%

- Transformed email communications into a strategic revenue channel, balancing creative excellence with backend precision

Arrebeef (Mar 2013 - Set 2014) Buenos Aires, Argentina

Assistant to Board of Directors

Provided high-level administrative support to board members of one of Argentina's leading beef exporters, ensuring seamless execution of corporate affairs and strategic communications. Balanced precision with discretion in managing sensitive information and facilitating key business processes.

- Orchestrated daily schedules, meetings, and correspondence with top executives and stakeholders
- Prepared board materials, documentation, and presentations with exceptional attention to detail
- Collaborated with internal teams to coordinate the annual Hilton Quota bid, supporting strategic export initiatives
- Liaised across departments and external partners to streamline communication and follow-up on board actions
- Handled travel logistics for directors, arranging national and international itineraries with efficiency and foresight
- Maintained strict confidentiality while managing corporate documents and executive communications

Savant Pharm (Oct 2010 - Aug 2012) Córdoba, Argentina

Marketing Manager for OTC and digital services

Led marketing initiatives for the company's OTC portfolio, amplifying brand visibility and consumer engagement through integrated retail and digital strategies. Spearheaded the creation of Savant's first online brand ecosystem, marking a pivotal shift in its public presence and digital reach.

- Designed and implemented end-to-end marketing campaigns for OTC products, improving shelf impact and point-of-purchase effectiveness
- Managed external agencies and suppliers to produce compelling advertising and promotional materials
- Built and led a digital team, launching the company's first suite of websites and online campaigns
- Shaped the brand's digital identity across web platforms, establishing a cohesive tone, look, and user experience
- Co-led internal innovation initiatives, driving forward-thinking marketing processes and brand development strategies

- Collaborated with cross-functional teams to align creative execution with strategic growth objectives

Courses & Certifications

- Generative AI for Digital Marketers, 2026
- Prompt Engineering for Generative AI, 2026
- HubSpot Inbound Marketing Certification, 2025
- Registered Scrum Basics, 2025
- Mastering Luxury Hospitality, EDHEC, 2025
- Assess for Success: Marketing Analytics and Measurement, Google, 2025
- Customer Analytics, The Wharton School, 2025
- Negoziazione e comunicazione efficace, Università di Napoli Federico II, 2025
- Six Sigma White Belt, 2025
- Management e marketing delle imprese turistiche, Università degli Studi di Napoli Federico II, 2025
- CS50: Introduction to Computer Science, HarvardX, 2024
- Data Camp: Data Science Intro, Data Engineering Intro, Intermediate SQL, Intermediate Python, 2022
- ELK Quick Start and Fundamentals, 2021
- Google Analytics Advanced Certification, 2015, 2019, 2021, 2023, 2025
- Attestato di formazione HACCP Hazard Analysis and Critical Control Points, 2025 to 2028

Education

Universidad de Belgrano (Argentina)

Advertising and Communications - Associates Degree

Universidad del Salvador

Political Marketing - PG Diploma

Escuela de Bellas Artes

Graphic Design - Associates Degree