



# CLAUDIA COLANTONIO

## Product & Ops Strategy Lead



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[mywebsite](#)



Milano

### ABOUT ME

I enjoy giving shape and substance to ideas. Execution doesn't scare me; in fact, it energizes me. I love getting involved in the various stages of building a brand: from creating the product/service to its development, promotion, and sales. I'm always on top of new technologies (otherwise, I'd be out of the game). One day, I would like to be the architect, alongside my team, of a sensational exit.

### EDUCATION

MBA, Marketing and Management

ISTUD Business School  
2020 - 2021

BBM, Bachelor Business Management

UD'A University (PE)  
2017 - 2020

### TOOL THAT I USE

Figma	<div></div>
Miro - Mural	<div></div>
Jira - Confluence	<div></div>
Canva - Tome	<div></div>
Notion - Trello	<div></div>
Adobe - Hubspot	<div></div>

### LANGUAGE

- Italian (mother language)
- English

### PROFESSIONAL EXPERIENCE

TODAY  
-  
2021

#### BUSINESS & PRODUCT STRATEGY LEAD

at COMMAND Srl (formerly Reload Srl)

- Launched €1.1M platform in 15 wks with <1% critical bugs.
- Orchestrated 5 squads, Gantt + bi-weekly sprints; cut scope slippage -20 %.
- Built pay→access funnel & HubSpot automations: 120+ clients, 87 % renewal Y1.
- Unified front/back-end design system; design rework -30 %.
- Managed SIMEST/Tech Fast grant: 8 milestones, 100 % funds released.

2019  
-  
2019

#### COMMERCIAL COMMUNICATION INTERN

at COCA - COLA HBC ITALIA (MI)

- Management of internal communication channels (commercial newsletters), video editing and production
- Product catalog updating and management
- Support for trade marketing activities
- Collaboration with the marketing team for specific brands (Energy Monster, Burn)

2018  
-  
2016

#### WEB MARKETER AND BLOG WRITER

at DINAMIC SERVICE (PE)

- Social media account management
- Performance marketing
- SEO
- Sales support and commercial activities

### SKILLS

PMO - Mktg plan - Program management - Content Strategy  
Project Management - Product Positioning - CRM: Hubspot -  
Marketing Automation - Business planning - Team leadership



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## INTERESTS

I trained in competitive classical and contemporary dance for 10 years, starting at age seven and continuing until I was seventeen. During high school, I also played volleyball, and at 24, I took up Caribbean dance styles. Nowadays, I focus on Yoga and Pilates.

## SOCIAL



@claentony



/claudia-colantonio

## ENTREPRENEURIAL EXPERIENCE

2019

-

2018

### OWNER CANDY PAD | SWEET EASY CLOSURE

I have patented the industrial design of an innovative solution related to a feminine absorbent product. I have registered the trademark at the European level and attempted to develop and market the idea on a large scale.

2018

-

2017

### CO-FOUNDER AND MARKETING SPECIALIST

at FERGI BAGS

- Definition and development of the business model
- Definition of brand identity and brand image
- Digital PR, outdoor advertising, product positioning
- Social media and website management for relaunch and promotion in the Italian and International markets

## PROJECTS AND RECOGNITION

### WINNER OF MOST INNOVATIVE IDEA OF THE REGION

at CONFINDUSTRIA CH/PE

The project, designed to connect students with the job market, involved over 200 participants and partnered with several regional companies. It included 11 workshops and labs, totaling 60 hours of training. The most innovative and scalable idea would be selected and awarded by an external committee during the program's final phase.

### WINNER OF THE AWARD "DIVENTIAMO FUTURO"

at FONDIRIGENTI ROMA CONFINDUSTRIA E FEDERMANAGER

Job Speed Date – recognized by some participating companies for outstanding performance in concept delivery and public speaking.