



ANTONELLA ARMINANTE

Strategic Partnership & Digital Health Innovation | Marketing & Communication | Dreamer & Happy Mum.

PROFILE

Mum, dreamer and passionate about new technologies, with more than 145 years of experience in Digital Health and Pharma Marketing.

I believe health is a business for the happiness in everyone. So, after an experience in Publicis Groupe as account manager, I decided to be involved and engaged with Paginemediche, the first Italian Digital Health Platform that provides an individual health experience and connects doctors and patients through innovative contents and services.

CONTACTS

INDIRIZZO DI POSTA ELETTRONICA:
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I LIKE...

Travelling and Living an Healthy and Happy Life

SKILLS

Strong Experience in Pharma and Digital Health

Proven track record of building strong customer relationships with a focus on to impact and results.

Strong results-oriented decision-making skills, with the ability to translate business strategies and needs into practical solutions.

Strong diplomatic communication and negotiation skills and ability to develop a close and effective working relationship with clients and counterparts at appropriate levels.

EXPERIENCE

Paginemediche.it

Present (from 2015)

Chief Partnership Officer

Actually as the Client Partnership Officer I lead the Partner Engagement & Business Development team by managing all portfolio clients with a comprehensive business view. I'm responsible for all relationships with clients and

I work as guarantor of Paginemediche's growth within the client companies, constantly identifying new business opportunities. business opportunities and supporting organizational development and the constant growth of Paginemediche in the market.

Main responsibilities:

- Responsible for customer satisfaction and achievement of business objectives
- Facilitating understanding of customer business objectives, KPIs and overall business goals corporate.
- Managing the relationship with clients ensuring that the company can meet or exceed their expectations.
- Leading the account group and being responsible for the professional development of the team.
- Providing strategic recommendations to accelerate Paginemediche's growth in the marketplace by contributing to the overall business plan.
- Ensuring compliance of business processes.
- Serving as liaison between internal teams and the client, resolves conflicts and mitigates issues.
- Providing timely financial reports and forecasts upon request.
- Suggesting performance metrics for projects.
- Demonstrating mastery in negotiation and transferring this skill to the team.
- Playing a key role in facilitating relationships with all clients.
- Building strong cross-functional relationships to further encourage collaboration and knowledge sharing.
- Representing the company

As Client Partnership Officer I'm also able to:

- Formulate new approaches into partnership building and management of resources.
- Conduct sound business analysis and understand complex environments, providing options and recommendations.
- Manage cross-functional teams.
- Facilitate teamwork.
- Effectively manage stress by analyzing specific causes and taking positive action to minimizing the effects.

Previously I held the role of Chief Marketing Officer and Project Leader.

Main responsibilities achieved:

- Train, set goals and align the team's work with demands from higher management, clients and other stakeholders
- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients and partners
- Prepare sales contracts ensuring adherence to law-established rules and guidelines
- Keep records of sales, revenue, invoices etc.

Significant personal leadership skills and demonstrated openness to change.

Organization and Planning.

Strategic thinking and organizational development.

Excellent public speaking skills.

Planning and time control skills to optimize business activities and increase effectiveness, efficiency and productivity.

- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers
- Develop entry level staff into valuable salespeople
- Collaborate with sales team to identify and grow opportunities within territory
- Manage all marketing & communications activities linked to the platform and its services.
- Promote the company's products/services addressing or predicting clients' objectives
- Promote our products and services during events
- Coordinate the design of promotional material and distribute in online and offline channels
- Advertise our company and products/services on various media
- Plan interviews and press conferences
- Produce marketing copy for our website
- Craft and send regular newsletters with company updates
- Track ROI for marketing campaigns
- Monitor corporate website and social media pages and address clients' queries
- Network with industry experts and potential clients to drive brand awareness
- Gather customer feedback to inform sales and product teams

Digital Health Academy

2018

Faculty Member of the first Digital Health Academy in Italy:

<https://www.digitalhealthacademy.com/>

Ninja Academy

2017

Teacher of the Online Master in Healthcare Marketing organized by Ninja Academy (Module "Doctors Online and the new Key Opinion Leader")

Healthware International (formerly Razorfish Healthware)

2012 -2015

Account Manager for the Italian Market with the following responsibilities:

- Serve as the lead point of contact for all customer account management matters
- Build and maintain strong, long-lasting client relationships
- Negotiate contracts and close agreements to maximize profits
- Develop trusted advisor relationships with key accounts, customer stakeholders and executive sponsors
- Ensure the timely and successful delivery of agency solutions according to customer needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Develop new business with existing clients and/or identify areas of improvement to meet sales quotas
- Forecast and track key account metrics
- Prepare reports on account status
- Assist with challenging client requests or issue escalations as needed

Top Key Clients: Angelini, Beiersdorf, BMS, JnJ medical, Pfizer, Novartis.

Publicis Healthware International

2008 - 2011

Account Executive for the Italian Market with a specific role in making projects and campaigns related to pharma companies and media agencies, through the editorial portal www.paginemediche.it

Main Responsibilities:

- Set and monitor sales targets

- Identify potential customers and set approach strategies
- Develop strong and long-term client relationships
- Ensure deadlines are met
- Resolve issues and handle complaints quickly and effectively
- Negotiate contracts and close agreements
- Support clients with new features and product launches
- Get feedback and suggest ways to increase customer engagement

Healthware, member of Saatchi and Saatchi

2007 – 2008

Assistant Account for the Italian Market with a specific role in supporting the delivery of projects and campaigns related to pharma companies and media agencies, through the editorial portal

www.paginemediche.it

Main responsibilities:

- Develop sales materials (e.g. proposals, slides, analyses)
- Assist in delivering presentations to clients
- Help plan projects from start to finish (estimates, budgets, schedules)
- Coordinate with internal teams to implement projects
- Monitor project analytics and submit regular status reports
- Respond to customer requests

EDUCATION

Università degli Studi di Salerno

2005-2007

Master of Arts in Corporate Marketing & Communications

Score: 110/110 *cum Laudem*

Title: eMarketing & Health Promotion – The Case History of Paginemediche.it

Università degli Studi di Salerno

2002 – 2005

Bachelor Degree in Communication Sciences

Score: 110/110 *cum Laudem*

Title: Semiotic & Advertising Languages – The Case History of Knorr

Liceo Classico

1996 - 2001

High School Diploma

Score: 95/100

LANGUAGES

Italian

English

SKILLS

