

Anna Maria Giordano

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profile

I'm resourceful and results-oriented person, with a strong experience in project management, web marketing and online communication.

My professionalism is due by challenging projects I've got to follow within the Company with the purpose to create a unique and simple user experience and to increase the revenue/conversion or the quality of traffic.

My expertise is due by following worldwide projects from the beginning to the go live, understanding the complexities, the integration with internal systems and legal requirements to implement.

...and after more than 20 years on e-commerce, web implementations/integrations and digitalization I had the opportunity to demonstrate that all my experience on important and complex project delivery can be implemented for having a better world in both social and environmental area.

The success of a project? Working with a team capable of dealing with great spirit all circumstances to achieve together maximum results...and I like to work in a team.

Experience

Senior Program Management Officer

February 2020 - Present

Costa Crociere Foundation

Genoa, Italy

Mission: A world where happiness is shared and accessible to all

To tackle the targeted step-change foreseen by the Foundation for the coming years, my contribution is the future roadmap and long-term vision. Main Responsibilities:

- in coordination with the Board and Secretary General translate the plan into a program roadmap
- define and monitor the Foundation's strategic campaigns performance metrics
- enable the program delivery through effective engagement of Company business functions, leveraging their contribution on Foundation projects
- coordinate information sharing and communication over external network and broad stake-holders community

Head of Digital Innovation

November 2016 – January 2020

Costa Cruises S.p.A.

Genoa, Italy

Promote and implement the process of continuous innovation and improvement of Costa Cruises projects and of the Customers digital experience with the aim of increasing direct sales conversion rate.

During this period:

- Release new official Costa e-commerce Website on 19 markets (10 languages) on Adobe Platform together with Sister Brands of Carnival Corporation
- Cooperation among different countries, suppliers, colleagues of Sister Brands all around the world: Seattle, Miami, UK, Southampton, Genoa, Bangalore
- Integration with the payment providers (Worldpay, Mastercard) and different payment methods (Installments, account-balance, total amount)
- Integration of the website with a direct translation toll (translation memory included)
- Closure of courtesy hold directly online (increasing 2pp on direct sales)
- Compliance with GDPR and legal requirements in each country
- KPI monitoring

During 2019 released interactive monitors on 1 ship for information, shorex and restaurant pre-booking, points reached, find the cabin (ship orientation) and many other features, integrated with Company App (Costa)

Head of web Content and Special Projects
November 2013 – November 2016

Costa Cruises S.p.A.
Genoa, Italy

Inside the new division Direct Sales and Marketing, responsible of the content strategy of Costa Websites (worldwide) and digital communications at Corporate level, with the purpose to increase the conversion rate of the web systems and the Direct Sales of the Company.

Moreover, I have the responsibility of Project Management of Strategic Digital projects combining creativity, marketing and technology to design great and measurable experiences.

I followed a lot of projects like the “Personalization of the cruise-MyCosta” where I was the responsible of content and layout and later also of integration for my deep knowledge of IT system. After 3 months the onboard items sales have been tripled.

My expertise is on:

- Project and Product Management for Costa Group (Europe and Asia).
- Content Creation and Production (SEO Oriented) with a dedicated team.
- Management of multi-country and multicurrency websites integrated with different platform (CMS, Label editor, Reservation System, etc) with a dedicated team
- DAM – Digital Asset Management
- User Experience.
- Reporting and Analysis.