Salvatore Davì

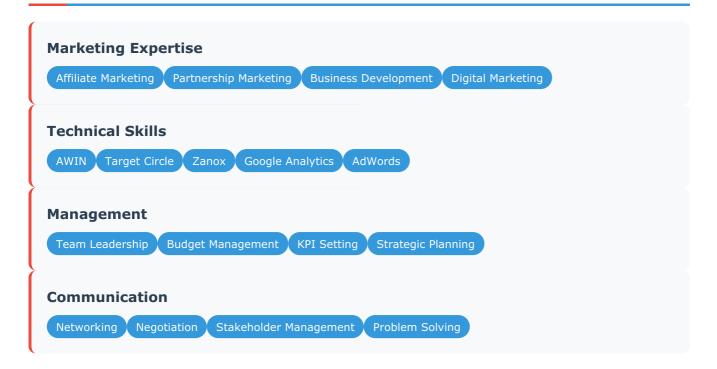
Global Affiliate Marketing Manager | Marketing Partnerships & Cooperations

Salvodavi9@gmail.com +49 152 26885138 Inkedin.com/in/salvodavi9 ↑Berlin, Germany

Professional Summary

I live in Berlin but I'm a citizen of the world. I am a people's person, I love to communicate and to find solutions for small and big problems. I love what I do and that's why I do it better. I cumulated an extensive experience in different fields of digital marketing, but I fell in love with the Affiliate and partnership side of businesses because they let me express what I do best. With more than 8 years of experience in Affiliate and partnership marketing, I never stop learning in my daily job. I really believed and invested in my education and professional growth during my career. I'm a team player but one that loves to take responsibility and decisions and is not afraid to be held accountable for his results.

Core Competencies



Professional Experience

Global Affiliate Marketing Manager

Audible

Nov 2024 - Present

- Responsible for the 3rd party Affiliate channel of the company
- Managing Budget, reporting, projects and campaigns for several countries
- Managing relationships with internal and external stakeholders on a daily basis
- Running the affiliate channel in FR, ES, IT, DE, UK, CA
- Setting KPIs and strategic goals for the channel
- Working experience with third party Affiliate platforms (AWIN, Target Circle)

Senior Affiliate Marketing Manager

C&A

Oct 2022 - Oct 2024

- ► Fully responsible for the growth of the Affiliate and partnerships marketing in 4 countries: France, Spain, Poland and Italy
- > Partner recruiting, acquisition, negotiation, and management
- Reporting to the affiliate Team lead

Senior Affiliate Marketing Manager

Triple A Internetshops GmbH

Oct 2021 - Sep 2022

- ▶ Fully responsible for the Affiliate Channel development and growth
- Leading a small team of affiliate marketers
- Operating multiple Brands (Eis.de, Bilder.de, Druckerzubehoer.de, Satisfyer) in several markets (EU, UK & USA)
- ▶ Planning and executing Country expansions for the affiliate channel in 3 new countries (FR, ES, IRL)
- ▶ Participating in relevant conferences (Affiliate Summit Vegas, Online Marketing Rockstar Hamburg, E-commerce expo Berlin)

Affiliate Marketing Manager

Krieger Digital

Aug 2019 - Sep 2021

- Managing and expanding the affiliate programs for 4 big and established Brands (Höffner.de, Sconto.de, Moebel-Kraft.de, Sofa.de)
- Managing current direct marketing cooperations and partnerships
- Contract negotiation and creating a WIN-WIN situation for brand and partners

Reporting to the Head of Marketing

Business Development Manager | Italy

reBuy reCommerce GmbH

Sep 2018 - Jun 2019

- Affiliate marketing management
- Partnerships and cooperation management
- PR management and Social media Management & ads
- Predictive analytics model for sales forecasting developing
- Budgeting responsibilities for Italy

Digital Marketing Specialist

Freelance Marketing and Creative Services

Dec 2016 - Jul 2019

- ▶ Working with several small businesses to improve their online presence
- Social Media Advertisement Facebook and Instagram Ads
- Google Adwords/Analytics search campaigns & Display
- Event Marketing and management
- Graphic design and Web design/UX

Education

Master of Science - Clinical Psychology

London Metropolitan University

May 2023 - September 2024

Online Program - Strategic Partnerships

IMD

September 2022 - November 2022

Bachelor of Science - Psychology

Università degli Studi Guglielmo Marconi

April 2020 - June 2022

Digital Marketing Nanodegree Program

Udacity

Master's Degree - Economics

Università degli Studi Guglielmo Marconi

2012 - 2014

Certifications

Gamification: Creating Addictive User Experience

Body Language for Leaders

Advanced Branding

Identify Sales Growth Opportunities

Strategic Partnerships

Languages

Italian	English	German	Spanish	French	Portuguese
Native	Full Professional	Limited Working	Elementary	Limited Working	Elementary