

# Salvatore Davì

Global Affiliate Marketing Manager | Marketing Partnerships & Cooperations

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📍 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

### Marketing Expertise

Affiliate Marketing Partnership Marketing Business Development Digital Marketing

### Technical Skills

AWIN Target Circle Zanox Google Analytics AdWords

### Management

Team Leadership Budget Management KPI Setting Strategic Planning

### Communication

Networking Negotiation Stakeholder Management Problem Solving

## 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

2017

**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**

Native

**English**

Full Professional

**German**

Limited Working

**Spanish**

Elementary

**French**

Limited Working

**Portuguese**

Elementary