



Dalma Casarella

PROJECT MANAGEMENT | COMMUNICATION SUSTAINABILITY

Experienced Project Manager specialized in sustainability, with a proven track record of leading cross-functional teams

CONTACT

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- 🏠 Geneva, Switzerland
- 🇨🇭 Nationalité: suisse et italienne

LANGUAGES

- French - C2
- English - C1
- Spanish - C1
- Italian - B2
- German - A2

SKILLS

- Project Management (PMO)
- Marketing and communication
- Process optimization
- Stakeholder Management
- Data Analysis & Interpretation
- Key Performance Indicator (KPI) Management
- Proficiency in Excel & reporting tools
- Report writing & summary
- Presenting complex information in a simple way
- Effective presentation & data storytelling

WORK EXPERIENCE

Senior Marketing Project Manager - Sustainability & market segments

GF Machining Solutions, June 2023 - June 2026

- Project management:
 - Lead cross-functional teams to achieve project objectives and deliverables.
- Scope and Timeline Management:
 - Define project scope, goals, and deliverables.
 - Develop detailed project plans and timelines, ensuring adherence to deadlines.
- Resource Allocation:
 - Identify and allocate project resources, including team members, internal and external partners.
- Risk Management:
 - Proactively identify and mitigate project risks.
 - Develop contingency plans to address unforeseen challenges.
- Stakeholder Communication:
 - Communicate project status to stakeholders at all levels.
 - Foster positive relationships with internal and external stakeholders.
- Budget Oversight:
 - Develop and manage budgets, ensuring financial goals are met.
- Quality Assurance:
 - Establish and enforce quality standards for project deliverables.
 - Conduct regular reviews to ensure compliance with project requirements.

Marketing Project Manager - Sustainability & market segments

GF Machining Solutions, October 2021 - May 2023

Project & events specialist

GF Machining Solutions, Feb. 2019 - Oct. 2021

Project & program manager junior

Fintech Fusion, startup accelerator, Oct. 2016 - Oct. 2018

CERTIFICATIONS

Bilan Carbon certificates

Level 1: initiation

Level 2: mastery

Carbon Training Institute

Paris | 2021

GRI certified (2021 update)

Reporting with the GRI standards

2021 update

Global Reporting Initiative,

Amsterdam | 2023

CSR auditor certificate

HEG Geneva and AFNOR

Paris | 2023

Responsible purchasing fundamentals certificate

Procure, Lausanne | 2022

REFERENCES

Professional references upon requests

PROJECT INITIATIVES

Circular economy:

Led a cross-departmental initiative, defining the framework, aligning teams, and driving communication

Sustainability:

Enhanced sustainability visibility by collaborating across divisions, engaging stakeholders, strengthening branding, and managing all related communication.

Medical new applications:

Led the communication campaigns in partnership with 4 multinational companies, resulting in hundreds of new niche registrations through webinars, newsletters, website, advertisements,...

Exhibitions, events and seminars:

Managed major exhibitions and seminars, engaging hundreds of collaborators and achieving key business results

EDUCATION

Diploma of Advanced Studies (DAS) in Sustainable Management

Haute Ecole de Gestion, Geneva

2021-2023

- CSR audit of the Bristol hotel, Geneva
- Certifications "Bilan Carbon", GRI, CSR auditor, responsible purchasing

Bachelor in International Business Management (BA - IBM)

Haute Ecole de Gestion, Geneva

2013-2016

- Graduated with mention
- Thesis: Internationalization of Swiss SMEs in emerging countries
- International exchange of 12 months in Mexico

Professional High School

Ecole de Commerce Nicolas Bouvier , Geneva

2014-2015

- Graduated with mention
- Specialization: Business English

Federal Certificate (CFC) in commerce and accounting

Ecole de Commerce Persiaux, Geneva

2014-2015

- Graduated with mention
- Specialization: accounting