

PERSONAL INFORMATION

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DATE OF BRITH 6th August 1994



RELEVANT WORK EXPERIENCE

APR 2020 – DEC 2020

CALLIOPEARTE – MILAN, ITALY DIGITAL MARKETING COLLABORATOR

- Website development and migration (WordPress + HTML and CSS customizations)

MAR 2020 – DEC 2020

FESTO – MILAN, ITALY MARKETING COMMUNICATIONS

- Internal & External communication management (Presentations, Printed material, Photo editing, Video production)
- Newsletter campaign management (Content creation, Planning, Reporting)
- PR support (Document translation, Contact with journalists, Monitoring)

AUG 2018 – JUN 2019

DEUTSCHE TELEKOM – BONN, GERMANY MARKETING COMMUNICATIONS INTERN

- Internal communication management (Internal Blog, Newsletter, Presentations, Printed material, Video production)
- External Deutsche Telekom's communications management (Website, Internal Social Media, LinkedIn, Events, Newsletter, Videos, Printed materials)
- Event Management and Logistics

FEB 2019 – JUN 2019

BACHELOR THESIS

"Using internal communication to stimulate employee engagement during IT change management: Deutsche Telekom as a case study"

FEB 2017 – JAN 2018

THE FIXED GEAR SHOP – UTRECHT, NETHERLANDS COMMUNICATIONS & GRAPHIC DESIGN INTERN, CHIEF GREEN OFFICER

- Campaign launch and monitoring of multi-platform marketing campaigns (Facebook, Instagram, YouTube, Website)
- Strategic visual communications (Apparel, Social Media, Website)
- Partnership management with relevant NGO's

SEP 2016 – JAN 2018

HU UNIVERSITY OF APPLIED SCIENCES – UTRECHT, NETHERLANDS 'STUDY PROGRAMME COMMITTEE' CHAIRMAN

- Coordination team activities and alignment with faculty managers
- Online and offline campaigns (Facebook, Events)

EDUCATION

NOV 2020 – JAN 2022	POLITECNICO DI MILANO – MILAN, ITALY MASTER'S DEGREE, DIGITAL STRATEGY Design, Marketing & Communication for Digital Transformation
AUG 2015 – JUL 2019	HU UNIVERSITY OF APPLIED SCIENCES – UTRECHT, NETHERLANDS BACHELOR'S DEGREE, INTERNATIONAL COMMUNICATION AND MEDIA Specialization courses: Social Media Marketing & Entrepreneurship, Integrated Communication Management, Communication Consulting, Consumer Behavior
APR 2018 – AUG 2018	LMU LUDWIG-MAXIMILIAN-UNIVERSITÄT – MUNICH, GERMANY ERASMUS+ EXCHANGE, DEPARTMENT OF COMMUNICATION SCIENCE Relevant Courses: Media institutions (Blog writing), Advertising in creative industries
FEB 2018	FUNDACIÓN UNIVERSITARIA KONRAD LORENZ – BOGOTA, COLOMBIA DUTCH-COLOMBIAN EXCHANGE, INTERNATIONAL BUSINESS PROGRAMME
SEP 2008 – JUL 2013	ITIS S. CANNIZZARO – RHO, ITALY HIGH SCHOOL DIPLOMA, SPECIAL FOCUS ON IT AND ELECTRONICS

SKILLS & QUALIFICATIONS

LANGUAGES	ITALIAN Native ENGLISH C1 Level	SPANISH B1 Level GERMAN A2 Level (on-going)
IT-SKILLS	ADOBE CREATIVE CLOUD Photoshop, Illustrator, InDesign, Muse, PremierePro, Lightroom MICROSOFT OFFICE Word, PowerPoint, Excel, Outlook, SharePoint GOOGLE Analytics, Search Console, Drive MAILCHIMP, MAGENTO, WORDPRESS, MIRO, CANVA IBM SPSS, ATLAS.ti SAP CRM HTML & CSS, JAVA, C	
WORKSHOPS	Deutsche Telekom – Visionary Leadership through Storytelling EADI – Getting the Message Right: Research Communication Workshop UtrechtInc. – Entrepreneurial Skills for Generation Z	
CERTIFICATES	ECDL – European Computer Driving License Google Digital Garage – The Fundamentals of Digital Marketing Google Analytics for Beginners	
VOLUNTEERING	Mato Grosso Operation (Food and goods collection to support communities in Latin America). Supported German charity organization (brochure design and event coordination).	
INTERESTS	Architecture, Blockchain Backpacking, Cooking, Design, Environmental Sustainability, Sports	