



## EDUCATION

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### John Cabot University

B.A. in Marketing  
Minor in Psychology & Business Administration  
G.P.A: 3.82

Roma, IT  
Expected May 2020

**Awards** Academic Merit Scholarship, Dean's List every semester, Winner of Social Change Day

- Activities**
- VP and Consultancy Manager of Marketing Club (organized 25 educational events and collaborated with a team of 5 people)
  - Webmaster of Student Government (managed communication platforms, organized over 30 events, collaborated with a team of 10 people)
  - Leader for a Day at MetLife (job shadowing of the e-business manager of MetLife Italy)

### BI Norwegian Business School

Bachelor Exchange

Oslo, NO  
Aug-Dec 2019

## EXPERIENCE

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### JOHN CABOT UNIVERSITY

#### Orientation Team Leader

- Organized orientation activities and logistics in the year with the highest number of incoming students (over 1000)
- Supervised a diverse team of 30 people
- Directed training and peer coaching for 20 new members of the orientation team
- Conducted campus and city tours for groups of 25 students

Roma, IT  
Aug 2017-Jan 2020

### OCOCO

#### Social Media Manager

- Created promotional content both for digital and traditional platforms
- Ideated a marketing strategy aimed at selling the product in a specific chain of stores
- Managed Instagram and Facebook and monitored analytics to maximize organic reach and lead generation
- Collaborated daily with CEO, Marketing Manager and Sales Manager
- Organized promotional events and managed company's presence at RiminiWellness Fair

Roma, IT  
Mar-Jul 2018

### EXPO MILANO

#### Intern at Cocoa and Chocolate Cluster

- Created daily photographic reportages and live streaming of events
- Communicated with a staff coming from 9 different countries
- Welcomed 20 journalists and guests at their arrival at EXPO
- Coordinated and organized logistics for the catering of 15 tasting activities with an average audience of 30 people

Milano, IT  
Jul 2015

## SKILLS

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### GRAPHIC DESIGN

- Adobe Illustrator (created over 30 designs including logos, icons, moodboards)
- Adobe InDesign (created the promotional brochure of the JCU Art History Club, business cards, bookmarks, bookcovers)
- Adobe After Effects (basic competency)
- Adobe Photoshop (basic competency)

### WEB DESIGN

HTML and CSS

### LANGUAGES

Italian (native), English (fluent), Spanish (intermediate), German (basic)

### PASSIONS

- Improvisation and drama classes (3 hours/week for 3 years with a total of 5 exhibitions)
- Amateur Figure Ice Skater