



EXPERIENCE

2015 - Ongoing **Social Media Manager**
Max Mara Fashion Group, Reggio Emilia

Social media management for B2C channels of the brand Max Mara

2013 - 2015 **Social Media & Content Manager**
TeddyGroup, Rimini

Social media management for B2C channels of the clothing brand Terranova

2012 - 2014 **Contributor & PR Manager**
StudentiFuori.it, Milan

- Writing report articles and editorials about the life of students who reside out of town.
- Relationship Management: external partners and newspapers.

2012 - 2013 **Contributor**
Ninja Marketing (digital section), Salerno

2011-2012 **Guest Blogger**
TP blog, Milan



SKILLS

- Social media and community management
- Blogging
- Web & social media analysis
- Web content management
- CRM Copywriting
- Online advertising



LANGUAGES

- **Italian** Mother tongue
- **English** B2
- **French** A2



AWARDS

Ninja Quality Award
Best November 2012 article published on Ninja Marketing
• <http://bit.ly/trailmeup>

2015 Studente capolavoro
Ex Alumni Award by the University of Urbino for my after Degree career



INTERNSHIPS

2012 **Social Media Manager Jr.**
Teddy Group, Rimini

2011 **Copywriter**
Altraforma, Palermo

2010 **Copywriter**
RC&C, Palermo



COLLABORATIONS

2014 **Brand Relations Manager**
StudentiFuori.it - Milan

2013 **Community Manager**
University of Urbino

2012 **Community Manager**
Fondazione G. Rossini, Pesaro



EDUCATION

2014 Master's Degree in
Communication and Advertisement for Organisations

University of Urbino
Mark: 110 cum laude

Thesis on:
"Social Media empowerment: user engagement as a reference point for the brand's web ranking and indexing"

