

CHIARA DEVOTO

Marketing & Business Communication Specialist

Contact Information

Email: kia.devoto@gmail.com | Location: Rome, Italy | LinkedIn: Chiara Devoto

Professional Summary

Results-driven Marketing & Business Communication Specialist with expertise in brand management, digital marketing, advertising, social media strategy, and event planning. Skilled in PR, content creation, and audience engagement. Adept at optimizing marketing performance through data-driven strategies.

Work Experience

GE Trans srl | Apprentice Employee | Genoa, Italy

October 2021 - September 2024

- Managed accounting services and customer relations
- Supported administrative operations and shipping documentation
- Optimized internal processes for greater efficiency

Hostess on Yacht | La Spezia, Italy

June 2023 - September 2024

- Delivered high-quality guest service and interior management
- Assisted in event coordination and onboard hospitality
- Ensured smooth communication with international clients

Education

M.A. in Organization & Marketing for Business Communication

La Sapienza, Rome | 2023 - Present

- Focused on marketing strategies, digital campaigns, and stakeholder management

B.A. in Humanities for Communication | University of Florence

2020 - 2023 | Final Grade: 103/110

Thesis: La Seconda Guerra Mondiale raccontata tramite la cinematografia spagnola. Il caso de "Il fotografo di Mauthausen"

Key Skills

- Digital Marketing & SEO - Social Media Strategy - Advertising
- Brand Storytelling - Public Relations - Event Management
- Content Creation - Market Research

Languages

- Italian (Native) - English (B2) - French (B2)
- Spanish (B1) - German (A2)