



ANNA MÄTZLER

DIGITAL MARKETING - SOCIAL
MEDIA - AFFILIATE MARKETING

CONTACT

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Florence
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LANGUAGES

German: Native
English: Fluent / C1-C2
Italian: Fluent / C1
French: Intermediate / B1

SKILLS

- E-commerce
- E-Mail Marketing and Newsletters (Mail-Up, OneSignal)
- Microsoft Office Package
- Hootsuite
- Canva
- Google Analytics
- HTML Basics
- Meta Business Suite / LinkedIn Business
- Amazon Seller Central

HOBBIES

- Traveling
- Music
- Hiking and swimming
- Meeting friends

OTHER EXPERIENCE

VOLUNTARY WORKER

Obiettivo Francesco, Bagno a Ripoli, Fiesole, Italy
2019- present

- Event planner, Catering and Hospitality Service

ABOUT

I am an Account Manager and Digital Marketing Specialist with a passion for performance, strategy and customer experiences - both online and offline. Having worked in different countries, I can easily adapt, communicate across cultures and learn quickly.

PROFESSIONAL EXPERIENCE

ACCOUNT MANAGER DACH

Bravo Savings Network, Sesto Fiorentino
09/2023 - present

- Expand brand presence in the D-A-CH market
- Build and develop strategic relationships
- Track and analyse the performance
- Track market trends and proactively seek out new clients

SOCIAL MEDIA SPECIALIST

Digital Angels, Rome
08/2022 - 09/2023

- Social Media strategies
- Benchmark analysis
- Editorial calendar + publication of posts
- Monitoring, community management, reporting
- SEO Activities: Website audit, copywriting, HTML writing

WEB CONTENT SUPERVISOR DE + AT

Bravo Savings Network, Sesto Fiorentino
01/2021-08/2022

- Responsible for distribution of tasks & overseeing the creation of multi-channel content
- Work with cross-departmental team
- Develop and maintain the master content calendar
- Recruiter
- Competitor Analysis

WEB CONTENT EDITOR DE

07/2020 - 12/2020

MICE ASSISTANT INTERN

BlueTeam Travel Network, Florence, Italy
09/2019 - 03/2020

MEETING AND EVENTS SPECIALIST

Zoku Hotel, Amsterdam, The Netherlands
03/2018 - 08/2018

- Preparation of the event space
- Assisting in planning and execution of events/meetings (up to 200 people)

EDUCATION

MASTER IN DIGITAL MARKETING AND BUSINESS TRANSFORMATION

Rome Business School
04/2022 - 04/2023

BACHELOR IN TOURISM AND LEISURE MANAGEMENT

IMC Fachhochschule Krems
2016 - 2019

ERASMUS SEMESTER

Design of Sustainable Tourism Systems
Università degli Studi di Firenze
09/2017 - 02/2018