



# FEDERICA CIOLA

Marketing assistant with strong analytical and collaborative skills. Strongly motivated, curious and eager to take on new challenges, continuously expanding knowledge and skills.

## PERSONAL DETAILS

 04/12/1997

 Torino (TO) - Italy

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## LANGUAGES

Italian ● ● ● ● ●

English ● ● ● ● ●

## SKILLS

Microsoft Word ● ● ● ● ●

Microsoft Power Point ● ● ● ● ●

Microsoft Excel ● ● ● ● ●

Canva ● ● ● ● ●

WordPress ● ● ● ● ●

## INTERESTS

Sport & fitness 

Travelling 

Fashion & beauty 

Cinema 

## EDUCATION

### Master's Degree in Business Management, Marketing and Strategy

Università degli studi di Torino | Sept 2019 - Nov 2021

### Bachelor's degree in Business Administration

Università degli studi di Torino | Sept 2016 - Jul 2019

### High School Diploma

Liceo scientifico Carlo Cattaneo | Sept 2011 - Jun 2016

## WORK EXPERIENCES

### Marketing Assistant, Rigenera HBW srl

Candiolo, TO | Feb 2022 - Pres.

- Assisting in the creation and execution of brand promotion initiatives and marketing/communication plans
- Managing relationship with stakeholders, suppliers and PR/media agencies
- Providing strategic and operational support for corporate events, congresses, and trade shows
- Developing promotional and marketing materials to increase brand visibility
- Supporting the team in the launch of new products/services
- Contributing to the creation of sales force materials and presentations
- Collaborating on the development and enhancement of the website and digital platforms

### Internship, Roverhair srl

Brandizzo, TO | May 2021 - Sept 2021

- Market research
- Benchmarking analysis for product positioning
- Competitive analysis
- Target identification and sales strategies

### Hostess, Involucra srl

Torino, TO | Jan 2020

- Collaboration with staff, setting up and organizing the venue used for events
- Welcoming and assisting participants, providing exceptional customer service and support

### Internship, MiaCar srl

Torino, TO | Jan 2019 - Feb 2019

- Data entry of products on the e-commerce platform
- Supporting e-commerce platform development activities
- Customer relations
- CRM platform approach