



FRANCESCO MAZZINI




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HARD SKILLS

- Digital Marketing
- Market Analysis
- Market Strategy
- KPI Tracking
- Social Media Management
- Content Marketing
- Microsoft Office package:
Microsoft Word, Excel,
PowerPoint, Outlook

SOFT SKILLS

- Teamwork
- Adaptability
- Flexibility
- Resilience
- Effective communication
- Strong motivation

LANGUAGES

- Italian (Mother Tongue)
- English (C2)
- Spanish (A2)
- Chinese (A1)



PROFILE

Master's student in Marketing at LUISS Guido Carli University, with international experience gained through a 5-month exchange at Norges Handelshøyskole (NHH) in Norway. Set to graduate soon, equipped with a solid academic foundation and a global perspective.



WORK EXPERIENCE

CREATIVE MANAGER

03/2025 - 05/2025

LUISS LOFT

Work Activities:

- **Space Management & Supervision:** Overseeing, preparing, and managing the venue during designated hours.
- **Event Planning & Execution:** Proposing, planning, and implementing new activities at the LOFT.
- **ConsumeSocial Media Management:** Handling official Instagram and Facebook accounts and creating content (posts, reels, mini-tutorials).



EDUCATION

ERASMUS+ PROGRAMME

08/2024 - 12/2024

NHH Norges Handelshøyskole

Relevant Coursework:

- International Marketing
- Commercialization of Innovations
- Consumer Behavior
- Economics of the Environment and Climate

MASTER'S DEGREE IN MARKETING

2023 - ONGOING

LUISS Guido Carli

Relevant Coursework:

- Designed a communication strategy for **American Express** to promote the 'Shop Small' initiative and support local businesses
- Developed a Digital Marketing strategy for **ConTe.it**.
- Product and Brand Management
- Organizational Issues in Marketing and Sales
- Research Methodology for Marketing
- Marketing Communication and New Media Languages

BACHELOR'S DEGREE IN POLITICAL SCIENCE

2019 - 2023

LUISS Guido Carli

Relevant Coursework:

- Microeconomics
- Macroeconomics
- International Law
- European Union Law