



# CRISTINA BRUCOLI

Born in Florence on February 26th, 1999

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Via Filadelfia 23, Firenze 50126

I am a determined, creative, and sociable person, also thanks to the many projects I collaborated on during my academic career.

I am open to new experiences, which I always find very stimulating. My main areas of interest are marketing and business strategy.

## EDUCATION

### **Master Degree in Business Management and Marketing**

University of Florence March 2022 - April 2024

Final grade: 107/110

Title of the thesis: The marketing communication of pharmaceutical companies: literature review and case study

### **Bachelor Degree in Economics**

University of Florence September 2018 - February 2022

Title of the thesis: Crowdfunding: an alternative form of financing through the web

### **High school diploma**

September 2012-June 2017

## CERTIFICATE

**LVMH:** focus on the LVMH ecosystem, the fundamentals of the luxury industry and its key challenges, with a specialization in: Creation & Branding, Retail & Customer Experience.

**Big-in:** an advanced managerial training program held at the University of Florence.

It involved collaborative teaching sessions led by both corporate and academic instructors.

The program included team- building activities and the completion of a final project work

## SKILLS

Communication skills

Interpersonal skills

Teamwork skills

Proficiency in Microsoft Office

Knowledge of R programming language

Qualitative and market research

Data analysis

Digital Marketing e social media

## WORK EXPERIENCE

Jun 2024 - Dec 2024

### **Eli Lilly Italia**

Internship in Digital Marketing

- Salesforce Marketing Cloud and Google Analytics
- Coordination with the cross-functional team
- Content Creation and Personalization
- Marketing Mix and Product Life Cycle
- Compliance with privacy regulations
- Time Management and Organization
- Problem Solving and Adaptability
- Management of digital channels
- Segmentation and Positioning
- Project Management Tools
- Supplier management
- Teamwork skills
- KPI monitoring
- Social Media
- Webinars

Dec 2023 - Apr 2024

### **PIN - Polo Universitario Città di Prato**

Research Assistant

June 2021 - Oct 2021

### **Badiani 1932**

Waitress

Jen 2017 - Dec 2017

### **Studio Medico**

Secretary

## LANGUAGES

Italian: native speaker

English: level B2

## OTHER INFORMATION

Holder of A and B driver's licenses;

Car owner