SOFIA LIVERANI

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TECHNICAL SKILLS

Languages:
Italian - Mother tongue
English - Fluent
Spanish - Fluent (bilingual)
French - Conversational

Software Skills:
Microsoft Office
Adobe Illustrator
Google Analytics 4
Miro
Canva
Firma
Design Thinking
SEO Analysis (Seozoom, Semrush)
Project Management

SOFT SKILLS

Teamwork
Responsability
Creativity
Problem-solving
Leadership
People Skills
Adaptability
Self motivated

VOLUNTEER

Vista Camp Counselor Ingram, TX (USA)
Jun -August 2017
Responsible for organizing, leading activities, and coordination of the camp.

EDUCATION

Breda University of Applied Sciences - Breda, Netherlands
Master in Media Innovation (2022-2023)
Thesis: Exploring Augmented Reality as a tool for enjoyable and educational experiences for Generation Z.

Università degli Studi di Firenze
Communication Degree (2017-2021)
Thesis: Advertising language and everyday use. Publicity that meets the local space.

Liceo Linguistico Giovanni Pascoli
Florence, High School (2013-2017)
Linguistic High School (English, Spanish, French)

EXPERIENCE

Digital Sales Account & Marketing Strategist
Diseo Agency (April 2023-present)
I generate revenue growth by selling innovative marketing plans to businesses and consumers, while also creating and improving these strategies.

Translator - Travis Road Services
Remote

Jewelry Sales Assistant - Pandora (March-Aug 20229
Pandora, via Por Santa Maria, Firenze

Jewelry Sales Assistant - Marlu (May 2021-Feb 2022)
Marlu gioielli Via Calzaiuoli, Firenze

Interpreter - Pitti Immagine (June 2019-Jan 2020)
Interpreter and logistic coordinator.

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

Portfolio
Sofia Liverani

Hello! I'm **Sofia Liverani**, a seasoned marketing specialist with a passion for crafting **innovative strategies**. My journey began at Florence University, where I graduated with a **degree in Communication**. Eager to expand my expertise, I pursued a **master's degree in Media Innovation** in the Netherlands. This dual educational experience equipped me with both **theoretical knowledge and practical skills**, honed through project work and real-world industry cases.

Currently, I thrive in the dynamic realm of marketing, where I **develop** and **sell impactful strategies** tailored for both B2B and B2C markets.

About me

Work & Studies

Camp counselor

University of Florence
Communication degree

Interpreter at Pitti Immagine

Jewelry Sales Assistant

Breda University of Applied Sciences
Media Innovation

Translator

Digital Sales Account & Strategist

Master's project: Goalgals

This project addresses **inequality in young women's football** in the Netherlands. After identifying football as the most unequal sport in terms of gender, the focus was directed towards youth participation. **Qualitative research** revealed obstacles faced by women in football, such as **lack of sponsorship and motivation.**

To tackle this, an **app called GoalGals** was developed to create a community and **enhance skills through gamification**. The high-fidelity prototype was **positively** received in **usability testing**, with participants noting its potential to improve inequality in women's football. Further enhancements, including **user experience improvements** and awareness content, were suggested for future development.

Master's project: Aviko Fries

Research Goals

Getting insight on the effect of openness in relation to ad interpretation, appreciation and brand appreciation.
The goal is to understand what type of advertisement increases comprehension and appreciation of both the ad and the brand.

Findings

Brand Attitude:
- Closed ad: Positive perception of brand values (genuinity, quality, sustainability).
- Open ad: Positive perception of reliability and nostalgia.

Ad Appreciation:
- No significant difference between open and closed ads.

Interpretation:
- Both ads correctly interpreted.
- Deeper understanding of traditional values in closed ad.

This research investigates the **potential of augmented reality** (AR) to **enhance enjoyment** and **education** for **Generation Z** visitors at the **Uffizi Gallery**. Through interviews with Generation Z members, the study **explores their perceptions** and **experiences** with AR technology in art museums. Utilizing an **interactive visual aid**, participants are introduced to five AR categories, each illustrating different aspects within a museum setting. The **findings** offer **valuable insights for museums** and cultural heritage sites seeking to engage and attract Generation Z visitors effectively.

I have successfully sold the following
marketing categories:

1. **Social media** management
2. **Influencer** marketing
3. **Websites** and e-commerce
4. **Event** services
5. **Brand analysis** & **strategy**
6. **Graphic design**
7. **SEO**
8. **Advertising** services

Advertising services
10.6%

Social media management
21.3%

SEO
10.6%

Influencer marketing
6.4%

Graphic design
23.4%

Websites and e-commerce
17%

Brand analysis & strategy
4.3%
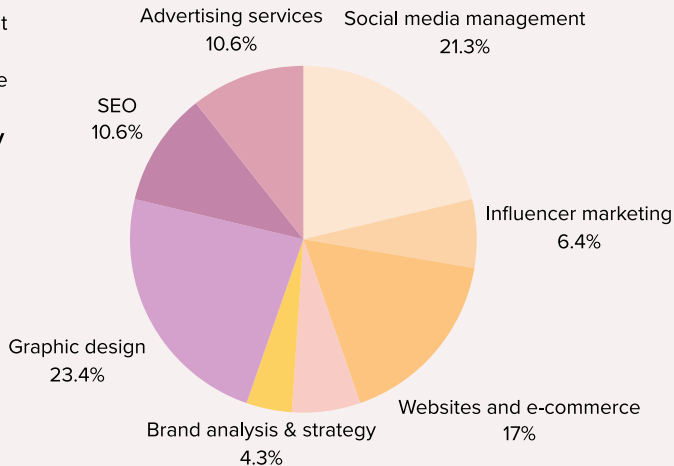
+33% Revenue Growth (04/23-12/23)

Role	Responsabilities	Skills
Digital Sales Account	Develop sales strategies Set sales targets Conduct market research Set deadlines Brief the team	Leadership Strategic planning Team management Creativity
Strategist	Campaign Development Market Research Content Strategy Effective Storytelling	Strategic Thinking Consumer Insights Creativity
Project Management	Project Planning Team & projet coordination Client communication	Communication Time management Problem solving

Role & Responsibilities

Contacts

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Thank You!