



AMANDA STAGGINI

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ABOUT ME

Aspiring digital marketing professional with a background in e-commerce and web merchandising. Interested in online advertising, campaign optimization, and data-driven marketing strategies. Experienced in improving online product visibility and collaborating on digital initiatives. Enthusiastic about using insights and emerging tools to enhance marketing performance.

SKILLS AND COMPETENCIES

Technical skills

Microsoft Office
Canva
Google Analytics
Jira
Asana

Soft skills

Analytical thinking Problem-solving
Adaptability Teamwork
Attention to detail Strategic planning

LANGUAGES

Italian (Native)
English (Fluent)
Portuguese (Native)
Spanish (Basic)

INTERESTS



CERTIFICATES

Digital Marketing (Google, 2025)
TOEFL (2021)
HSK 4 (2021)

EXPERIENCE

Social Media Manager Volunteer

Bio Fashion Lab - sustainable fashion hub
August 2024 - December 2024

Florence, Italy

- Developed and executed content strategies and the editorial plan to promote sustainable fashion initiatives aligned with brand values
- Managed social media platforms, ensuring brand consistency and enhancing community engagement
- Assisted in event organization and promotion, supporting brand visibility and audience interaction

Junior Digital Merchandiser

Luisaviaroma - luxury fashion e-commerce
February 2023 - October 2024

Florence, Italy

- Managed website catalogs to optimize product presentation and enhance customer experience, using visual merchandising and SEO strategies to drive sales and meet KPIs
- Analyzed sales and consumer behavior data to refine product placement and maximize visibility
- Curated product selections to align with brand identity, increasing engagement across digital and physical channel
- Collaborated with cross-functional teams to execute promotional campaigns
- Conducted competitor benchmarking to identify opportunities, inform strategy, and drive continuous improvement

Barista

Starbucks - global coffeehouse chain
October 2021 - August 2022

Rotterdam, The Netherlands

Customer Assistant

Time for Beauty - beauty and wellness boutique
March 2019 - April 2019

Oslo, Norway

EDUCATION

Master Media & Business

Erasmus University Rotterdam
August 2021 - July 2022

Rotterdam, The Netherlands

Key subjects: Media Economics and Management, Entrepreneurship in Media and Business, Strategic Mass Communication

Bachelor Languages, Markets and Cultures of Asia

University of Bologna
September 2015 - October 2020

Bologna, Italy

Key subjects: Economics, Dutch Language, Chinese Language and Literature, Philosophies and History of Eastern Asia, Statistics

High School – Scientific

Liceo Scientifico "Amedeo di Savoia duca d'Aosta"
September 2010 - June 2015

Pistoia, Italy