



MARTINA POZIELLI

Project & Communication Manager

CONTACTS

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[Linkedin profile](#)

SOFT SKILLS

- Clear communication
- Strategic and adaptable leadership
- Strong client relationship-building
- Proactive problem-solving
- Precision-focused time management

TOOLS

- ClickUp
- Teamdeck
- Productive
- Asana
- Google Workspace
- Miro
- Figma

LANGUAGES

Italian: mother tongue

English: professional

Project Manager with strong expertise in digital and web projects, focused on aligning individual talents with project goals to maximize team potential. Skilled in defining technical requirements, fostering client relationships, and problem-solving to ensure project success. Fluent in English, with a strategic, people-centered approach.

CAREER

Communication Manager at Scuola Normale Superiore (Pisa)

2025 - present

- Goal setting, social media content strategy and editorial planning
- Community Management
- Support in producing content for the university's website and social profiles
- Team management and organization of workflows

Project Manager at MONOGRID (Florence)

2022 - 2024

- International clients management (Dolce&Gabbana, Gucci, Heineken etc.)
- Team management and project team (Art directors, Designers, Strategist, Tech and Web Developers, QA Developers, IT) allocation
- Pitch Process Management for new business clients
- Drafting of quotation documents and project specifications
- Continuous monitoring of the project (news and ongoing projects) and its time milestones, and verification of adherence to the settled budget
- Management of the team assigned to the realization of web and tech projects, from creatives, to UX/UI designers to web developers and QA developers
- Websites technical maintenance: test and debugging, optimization, evolutionary implementations

Communication Specialist and Account at The Branding Crew (Florence)

2021 - 2022

- Goal setting, social media content strategy and editorial planning
- Community Management
- Coordination and support of the Art Direction unit: support in defining social media content strategy
- Planning and organization of shooting day schedules, directing teams to maintain efficiency and quality during the production process
- Client management

Account Executive at Wib - Web is Business (Fermo)

2021 - 2021

- Strategy planning, goal setting, conversion analysis and direct client communication
- Managing and overseeing activities in collaboration with Project Managers to ensure seamless execution and delivery

EDUCATION

IED Specialization Course - Web Communication: SEO, UX, MULTIMEDIA

Florence, 2021

UBRINO CARLO BO UNIVERSITY

Master Degree in Communication and Advertising

Urbino, 2020

ALMA MATER STUDIORUM BOLOGNA

Bachelor Degree in Languages and Literatures

Bologna, 2018

ERASMUS +

Utrecht University (The Netherlands), 2018

Universitat Rovira i Virgili, Tarragona (Spain), 2020