



MATTIA DI LORENZO

DESCRIPTION

I am a dynamic, proactive person and always ready to take on new challenges with enthusiasm. I am characterized by strong determination and strong organizational skills, which allow me to effectively manage high workloads and high pressure situations.

During my academic career I have developed a solid passion for marketing and communication which I am using to my advantage to grow professionally in the world of B2B and business development.

CONTACTS & BIOGRAPHY



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09th October 1998



Biella - Italy



Driving Licence since 2017

PROFESSIONAL SKILLS

Strategic Vision & Economic Assessments
Use of Main Social Platforms
Good computer skills
Microsoft Office
Knowledge of WordPress
Knowledge of HTML5 and CSS language
Flexibility
Problem solving
Relationship with the public

PERSONAL SKILLS

Intrapreneurship
Team-working
Leadership
Accurate organization of time
Motivation
Constant learning
Curiosity

LANGUAGE SKILLS



Native Speaker



C1



A1

OTHER PASSIONS

Sports
Technology
Travels

WORK EXPERIENCES

B2B BUSINESS DEVELOPER JUNIOR ASSISTANT

GEDI Digital SRL (Turin) | Apr. 2023 - now | From Internship to Permanent Contract

- Managed full sales cycle from lead generation to post-sales support
- Negotiated B2B/B2B2C partnerships and tailored corporate deals
- Coordinated suppliers for technology development projects
- Processed and finalized orders with accuracy and timeliness
- Used Salesforce and Excel to track sales performance and client journeys
- Developed customer segmentation and personalized engagement strategies
- Collaborated with public institutions for digital subscription sales

SOCIAL MEDIA MANAGER & MARKETING JUNIOR SPECIALIST

24 PR & Events SRL (Milan) | Feb. 2022 - Apr. 2023

- Managed corporate and client social media profiles (e.g., "24pr_and_events", "didaysit", East River American Pub)
- Developed and executed editorial and corporate communication plans
- Created graphic content (Adobe Illustrator, Photoshop, After Effects, Canva) and copy for social media/blogs
- Produced social insight reports and performance analyses using Meta Business Suite
- Managed event communication, PR campaigns, and produced photo/video content including Reels/TikToks
- Assisted in organizing and executing client events; managed websites and campaigns via WordPress and CRM platforms

BASKETBALL COACH

Pallacanestro Moncalieri (Turin) | Sept. 2021 - now

- Relationship with children and families
- Organized management of a team group
- Collaboration in planning and implementing sporting events

BASKETBALL COACH

PMS Basketball (Turin) | Oct. 2017 - Jun. 2020

- Federal Basketball Coaching Licence (2018)
- Relationship with children and families
- Organized management of a team group
- Collaboration in planning and implementing sporting events

EDUCATION

MASTER DEGREE IN MARKETING, CONSUMPTION AND COMMUNICATION - DIGITAL MARKETING SPECIALIST

IULM University - Milan | 2020 - 2022
Final grade: 107/110

LAUREA TRIENNALE IN SCIENZE DELLA COMUNICAZIONE

University of Turin | 2017 - 2020
Final grade: 105/110

CLASSICAL HIGH SCHOOL DIPLOMA

Liceo Classico Vittorio Alfieri - Turin | 2012 - 2017
Final grade: 88/100

PERSONAL EDUCATION

MANAGING YOURSELF

IULM University - Milan | Oct. 2021 - Jan. 2022 - Grade: 30 cum laude
Professor Giorgio Gabrielli

University course based on introspection and identification of key moments in one's life journey, with the aim of setting new goals to be achieved as scheduled.
Very active dialogues during lectures, with commentaries on films featuring characters with strong leadership skills and tenacity.
At the end of the course, holding 2 coaching sessions with experts in the field.

FULL COURSE FOR SOCIAL MEDIA MANAGER

Kiracademy | Aug. 2022 - now

Personal training course created by Riccardo Pirrone (Taffo's SMM) that provides the useful tools to work at 360° in the world of digital marketing and communication.
The course instructors are some of the most important personalities on the national and international digital marketing scene.

EDUCATIONAL PROJECTS

DIGITAL MARKETING PLAN FOR FORD ITALIA

IULM University - Milan | Feb. 2022 - May 2022
Professor Carmelo Samperi



- Preliminary Market Analysis
- Analysis of Ford communication and key Competitors
- Conceptualization of different Targets of Interest and Customer Journeys
- Planning of an online and offline communication strategy
- Realization of demonstrative content of the proposed strategic choices
- Exposition of the project with presentation in front of the Ford Italy Marketing Team

APP PROTOTYPE DEVELOPMENT

IULM University - Milan | Nov. 2021 - Dec. 2021
Professor Carmelo Samperi



- Theoretical design of app functionality
- Conceptual and graphical development of the user interface
- Exposition of the project with presentation

DIGITAL COMMUNICATION STRATEGY DEVELOPMENT

IULM University - Milan | Oct. 2021 - Dec. 2021
Professors Guido Di Fraia & Daniela Corsaro



- Preliminary market analysis
- Using TalkWalker platform for listening to online conversations
- Devising different User Personas and Customer Journeys
- Planning of an online and offline communication strategy
- Theoretical activation of new distribution channels
- Exposition of the project with presentation

GAINED SKILLS

Self-criticism
Awareness of life path
Increased personal and relational security
Increased motivation to succeed

GAINED SKILLS

Using tools such as Meta Business Suite
Copywriting
Content creation
Strategic communication plan

GAINED SKILLS

Team work
Group leadership
Problem solving
Organization and time management
Comparison of ideas with client

GAINED SKILLS

Team work
Problem solving
Organization and time management
App workflow development using Axure

GAINED SKILLS

Team work
Problem solving
Organization and time management
Use of TalkWalker platform
Use of Uxpressia and Funnelytics software

GOOGLE ANALYTICS PROJECT

IULM University - Milan | Apr. 2021 - May 2021
Professor Alessio Semoli



- Using Google Analytics (intermediate)
- Creating reports with DataStudio (basic)
- Exposure of the project with presentation

GAINED SKILLS

Team work
Organization and time management
Use of Google Analytics
Use of Google DataStudio

MARKETING PLAN STRATEGY FOR ITALIA PILSEN - PERONI GROUP

IULM University - Milan | Mar. 2021 - May 2021
Professors Massimiliano Bruni & Prof. Alessandro Mezza



- Preliminary market analysis
- Marketing strategy creation (communication, activities, branding)
- Economic evaluation with income statement of marketing initiatives
- Exposition of the project with presentation

GAINED SKILLS

Team work
Problem solving
Organization and time management
Relationship with the client company
Drafting profit and loss account

COMMERCIAL PLAN FOR ENTERPRISE'S LAUNCH

IULM University - Milan | Nov. 2020 - Dec. 2020
Professor Guido Benassi



- Preliminary market analysis
- Analysis of main competitors through Mystery Client activities
- Business idea design
- Economic assessment of commercial viability with Business Plan
- Exposition of the project with presentation

GAINED SKILLS

Team work
Analysis in Mystery Client
Drafting a business plan

WEB DESIGN AND DATABASE CREATION

University of Turin | Apr. 2020 - May 2020
Professor Andrea Crevola



- Theoretical conceptualization of the website using Axure platform
- Realization of the site in HTML5 and CSS (intermediate)
- Database creation in SQL language (basic)

GAINED SKILLS

Using Axure platform
HTML5 and CSS language
SQL language with PHPmyAdmin