

AURELIO MAZZARA

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PERSONAL STATEMENT

Highly motivated and results-driven marketer with proven experience in driving strategic growth and cultivating valuable business relationships. Over the past 2.5 years, I have built a solid foundation in portfolio analysis, market research, project management, and strategic partnerships. This has enabled me to contribute to successful business initiatives across diverse industries. I am a determined, open-minded, and critical thinker, seeking a role to leverage my skills in driving innovation and achieving impactful results.

PROFESSIONAL EXPERIENCE

SGB Humangest Holding

OCTOBER 2023 – ONGOING

Sales Analyst

MILAN, ITALY

- Developed and implemented performance monitoring dashboards to analyze key metrics and improve efficiency of nationwide commercial network operations.
- Implemented a new reporting system to calculate the ROI of marketing initiatives and monitor additional margins generated, ensuring the sustainability and growth of partnership business.
- Supervised the integration of a new CRM system and conducted portfolio analysis to enhance the Group's cross-selling strategies.

BonelliErede

SEPTEMBER 2022 – OCTOBER 2023

Marketing Specialist

MILAN, ITALY

- Supported the development of BonelliErede law firm's client portfolio in 6 different industries. Achieved more than 30 new clients and exceed the forecast revenue (+14% vs 2022).
- Assisted in all aspects of event management and coordination, including maintaining target lists, executing email campaigns, managing external suppliers, and conducting post-event analysis.
- Performed weekly analysis of media content and marketing campaigns calculating key metrics such as engagement rate and click-through rates to provide actionable insights to the firm's partners.

Papernest

JANUARY 2022 – JULY 2022

Strategic Partnerships Intern

BARCELONA, SPAIN

- Launched and development the new Papernest business vertical for Italian market: Tax Assistance Centers. Launched in April 2022, initial results: 3 partnerships closed, 180 leads generated during the first two months with a conversion rate of 20%.
- Managed 3 business verticals, overseeing clients' acquisition via partnerships and conducted market research to develop effective go-to-market strategies.
- Prospecting potential partners for Universities and Social Housing business verticals: 3 partnerships agreement closed.

Kone S.p.A.

SEPTEMBER 2019 – MARCH 2020

Project Management Intern

MILAN, ITALY

- Calculated and assessed the performance of installations, ensuring accurate and reliable results for corporate clients.
- Coordinated with the Sales Team to identify target customers using data-driven insights for strategic decision-making.
- Collaborated with cross-functional teams to optimize processes and enhance installation efficiency.

EDUCATION

Nova School of Business and Economics

SEPTEMBER 2020 – JUNE 2022

Master of Science in International Management

LISBON, PORTUGAL

- **GPA:** 3.7/4.0
- Winner of Academic Merit Scholarship

Università Cattolica del Sacro Cuore

OCTOBER 2016 – JULY 2019

Bachelor's in Communication and Marketing

MILAN, ITALY

- Completed a **4-month Digital Marketing Internship** at **Paladin True S.r.l.**, an Italian sharing economy startup, and conducted a **thesis project** with the founder's support.

LANGUAGES

Italian (Native); **English** (Fluent, *Ielts Certification*); **Spanish** (Intermediate, *University Internal Certification*)

IT SKILLS

Skills: Microsoft Office (Excel, PowerPoint) | CRM (Salesforce, HubSpot) | GSuite | Figma Graphic Editor | WordPress | SAP | Python | Tableau | SPSS | Think-Cell | Cerved | Canva | Photoshop

I authorize the processing of personal data present in the CV pursuant to Legislative Decree. Lgs. 101/2018 and of the GDPR (EU Regulation 2016/679).