

ELEONORA GUARINO

Marketing & Communication Specialist



CONTACT

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📍 Milan, Italy
• Date of Birth: 09/05/2001

LANGUAGES

- English (Fluent)
- Italian (native)
- Spanish (basic)

CERTIFICATIONS

- Aida Database Fundamentals course certification (2023)
- International Certification of Digital Literacy ICDL (2022)
- Corporate Financet Essentials course certification (2021)

WORK EXPERIENCE

BIP Consulting - Consultant	03/2024 - present
<ul style="list-style-type: none">• Market and supplier analysis supporting purchasing, production and logistics processes• Data analysis and reporting to support strategic decision-making• Collaboration with cross-functional teams• Preparation of reports and presentations for internal stakeholders	
Social Media Manager	05/2023 - 01/2024
<ul style="list-style-type: none">• Definition of social media communication strategies aligned with brand identity• Creation of visual and copy content aimed at increasing engagement• Editorial planning and content calendar management• Support to brand visibility and online presence	
IFFCO - Junior Marketing Consultant	01/2024 - 07/2024
<ul style="list-style-type: none">• Development of communication campaigns• Target analysis, brand positioning and messaging• Focus on sustainability and brand values	
Barilla - Brand Communication Project	01/2023 - 05/2023
<ul style="list-style-type: none">• Design of a marketing and communication strategy for product launch in the US market• Market and consumer analysis to support strategic decisions	
Innovasi - Junior Sustainability Advisor	01/2022 - 07/2022
<ul style="list-style-type: none">• Consulting support for B Corp certification process• Analysis of sustainability practices and ESG criteria• Contribution to sustainability communication and corporate values	
Ferrarelle - Communication Project	09/2021 - 01/2022
<ul style="list-style-type: none">• Design of an advertising campaign focused on sustainability communication• Brand messaging aligned with corporate values	
FAI - Fondo Ambiente Italiano	05/2018 - 07/2018
<ul style="list-style-type: none">• Enhancement of artistic and cultural heritage	

EDUCATION

IULM UNIVERSITY, Milan	09/2022-11/2024
<ul style="list-style-type: none">• Master's degree in marketing and business communication	
FEDERICO II UNIVERSITY, Naples	09/2019-07/2022
<ul style="list-style-type: none">• Bachelor's degree in Business Administration	
LICEO CLASSICO JACOPO SANNAZARO, Naples	09/2014 - 07/2019
<ul style="list-style-type: none">• High School Diploma, Classical Studies	