



Luca Montecucco

DIGITAL MARKETING & EVENTS

Passionate about Digital Marketing and Communication, with experience in Event Planning. I actively contribute to internal and external communications and creating digital content in an international context. Future-oriented, I face new challenges with enthusiasm.

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Via Chiari, 1, Milano

HARD SKILLS

- Professional copywriting
- Google Analytics Certification
- Microsoft Office pack: advanced knowledge
- Event management
- Content creation
- Web and social media knowledge
- Canva mastery

SOFT SKILLS

- Empathy
- Relational skills
- Time management
- Quickness to adapt
- Teamwork
- Active learning
- Organizational skills

LANGUAGES

- Italian - Mother tongue
- English - B2

EDUCATION

MASTER'S DEGREE

Organization and Marketing for Business Communication

Sapienza Università di Roma

September 2020 - October 2023

BACHELOR'S DEGREE

Communication Sciences

Università degli Studi di Perugia

September 2017 - November 2020

WORK EXPERIENCE

COMMUNICATION & EVENTS INTERN

Philips - Milan, Italy

October 2023 - current

- Digital editorial calendar management and development: brand website, LinkedIn, internal social network
- Event management: contract and sponsorship management, relations with organizing bodies
- Supporting PR and Media Relations activities
- Localization of articles and press releases
- Performance KPI measurement, analysis and reporting

EXECUTIVE ASSISTANT

UNIREC - Rome, Italy

November 2022 - September 2023

- Organization of assemblies, meetings and events
- Online communication management: website and LinkedIn
- Internal and external communications filter
- Managing membership and discharge paperwork

EVENT ASSISTANT INTERN

UNIREC - Rome, Italy

March 2022 - June 2022

- Organization and planning of the Annual UNIREC 2022 event
- Operational and logistical management of the event
- Supervision and negotiation of sponsorship contracts
- Executive support to back office activities

MARKET RESEARCH ASSISTANT INTERN

Philip Advertising - Perugia, Italy

March 2020 - June 2020

- Market potential assessment and prospect identification
- Analysis of competition and market trends
- Operational support in developing integrated communication campaigns
- Drafting of reports of research results