



Tommaso Bocchetta

Junior Digital Marketing Specialist

"Words and images influence people's views through emotions"

CONTACT

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PERSONAL PROFILE

I am **passionate about Football, economy and technology**. In my free time I like to write and keep myself informed by reading. I am **strongly interested in the new digital and social platforms**, a typical feature of my generation. I am motivated guy aiming to pursue a career in the field of Marketing and Digital Communication. Fascinated by the various applications of social communication, and **always looking for new stories and case histories to investigate and better understand this constantly evolving world**.

Always ready to get involved and discover new challenges to expand my skill set and knowledge because like a marathon, you need training to deal with it. My journey in the world of work is just beginning, but I am aware of this and I am **ready to give my best, collaborating in teams, paying attention to details and, above all, learning from mistakes**.



WORK EXPERIENCE

Social e Content Moderator

Teleperformance Portugal | Lisbon | 2024 - Now

- Oversee and review content to ensure it adheres to the platform's standards.

Community Manager

DDB Italy | Milan | 2023 - 2024

- Daily community moderation activities
- Collaborate with creative area for content creation and writing
- Programming content on specific platforms
- Social report writing and analysis for customers

Social media manager

Acapulco Agency | Milan | 2022

- Support in managing, planning and creating content for profiles
- Report and social analysis
- Digital PR and talent acquisition activities for specific projects

Management of social content,

Crossfit Arcore | Arcore | 2020

- Content creation for social channels.
- Developing strategies and build a Campaign around him

EDUCATION

October 2021 - 2023

Accademy of communication - Milan

Two-year course of Marketing, Communication, Digital Marketing and Social Media Strategy.

Projects for companies:

- Riso Scotti: management and strategy creation
- Prometeon tyre group: content and social strategy
- Mediaworld: E-commerce strategy
- Cazoo: Positioning and strategy of awarness in new market
- Pupa: Event creation and budget management
- Gcds: awarness strategy and marketplace

September 2016 - 2021

Degree at Accountant

PROFESSIONAL INTERESTS

- Digital Marketing
- Social media Strategy
- Content marketing
- E-commerce
- Influencer Marketing

LANGUAGES

- English: Intermediate
- Spanish: Intermediate
- Italian: Native language

IT SKILLS

- Illustrator
- Photoshop
- Indesign
- Premiere pro
- Pacchetto Office
- Canva
- Talkwalker
- Emplify
- Chorally
- Meta Business Suite

AI TOOLS

- Chat gpt
- Gemini
- Perplexity
- Copilot

CERTIFICATION

- Digital marketing fundamentals - Google
- Tik tok marketing - Doctor Jarvee
- Future Learn - Digital Skills: Digital Marketing
- Future Learn - Digital Skills: Social Media
- Future Learn - User Experience