

Carlo Policella

Avezzano, (AQ) 05/10/2001
Via di Villa Ada, 57 – Rome, Italy
+39 331 3535234 | 007carlop@gmail.com
www.linkedin.com/in/carlo-policella

PROFESSIONAL PROFILE

I am a **native English** speaker with dual citizenship, which has helped me develop an international and multicultural mindset.

I am a **proactive and motivated** individual who strives for continuous growth and improvement. I possess **strong analytical skills**, the ability to make **quick decisions** for efficient problem-solving, and a broad, modern perspective.

I am naturally **results-oriented**, which drives me to set clear priorities and approach objectives with dedication and persistence. My strong **organizational and managerial skills**, coupled with ongoing training in my field, support my ability to achieve these goals.

EDUCATION

Master's Degree, LUISS Guido Carli **Rome, Italy**
Strategic Management Innovation and Sustainability 09/2023 – 09/2025

Thesis title: "Digital Agents and Business Innovation: How AI is Redefining the Rules"
Thesis subject: Digital Marketing & Artificial Intelligence – Thesis Advisor: Professor Maximo Ibarra
Final degree: 105/110

Bachelor's Degree, LUISS Guido Carli **Rome, Italy**
Economics and Management 09/2020 – 09/2023

Relevant courses: Entrepreneurship (30/30), Organizzazione aziendale (30/30),
Competitive strategy (30/30), Marketing (29/30), Finance (29/30), Diritto Privato (28/30)
Thesis title: "The internationalization process of SMEs in the agri-food sector"
Thesis subject: Entrepreneurship – Thesis Advisor: Professor Guido Fienga
Final degree: 95/110

Classical High School, Vincenzo Simoncelli **Sora, Italy**
Final degree: 100/100 09/2015 – 06/2020

WORK EXPERIENCE

Procter & Gamble **Rome, Italy**
Strategic Sales Internship 09/2025 – present

- Supporting the development and execution of commercial strategies for key clients in the Italian market.
- Conducting sales performance analysis and monitoring key KPIs to identify growth and optimization opportunities.
- Collaborating with Marketing and Trade teams to implement promotional activities and in-store visibility plans.
- Participating in category management projects and assortment analyses to enhance brand presence.
- Preparing strategic reports and presentations to support the Sales team and management decisions.
- Contributing to the strengthening of client relationships and the development of long-term business partnerships.
- Developing analytical and negotiation skills within an international, results-driven environment.

Deloitte & Touche S.p.A.**Rome, Italy***ESG Assurance Analyst (Curricular Internship)*

01/2025 – 04/2025

- Assessed ESG disclosures to ensure compliance with international sustainability frameworks (GRI, CSRD, TCFD).
- Conducted benchmarking and gap analysis to identify ESG risks and improvement areas.
- Supported ESG assurance processes, verifying the accuracy and reliability of non-financial data.
- Collaborated with cross-functional teams to integrate ESG insights into audit and advisory projects.

Compagnia Alimentare Italiana S.p.A.**Broccostella, Italy***Export e Sales Assistant (Curricular Internship)*

07/2022 – 07/2024

- Collaboration in the launch of new products and interactions with international clients
- Support and presentation of projects of sustainability, innovation and communication tools
- Participation in international trade fairs
- Development of relationships with business and managerial leaders across Europe

Connetta Telecommunicazioni**Sora, Italy***Social media management*

01/2023 – 01/2025

- Development of Brand Awareness and management of Brand Reputation
- Management and optimization of company social media channels
- Data analysis and reporting
- Collaboration with the Marketing and Sales teams

SKILLS, ACTIVITIES & INTERESTS**Languages** Italian: Native | English: Native**IT Skills:** Mac and Windows systems; MS office; Excel; Power Point Canva; SPSS R Gretl; Python**Certificates:**

- Extra course – Team Manager Luiss
- ECDL

Activities:

- Volunteering: President SORANI FUORISEDE APS 07/2023 – in progress

University projects

- Case study **Ferrero** – *International market expansion strategy*
- Case study **Unilever** – *Corporate sustainability report*
- Case study **Deloitte** – *Tax and strategic consulting project*
- Case study **KPMG** – *Business process digitalization project*

Interests:

- Passionate about sports, competitive basketball player for 15 years
- Interested in cinema, travel, gourmet cuisine and international culinary traditions
- Continuously updated on international political and economic issues with daily reading of authoritative

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