



## Matteo Petruzzelli

**Date & Place of Birth:** 13/04/2000 - Rome, Italy

**Nationality:** Italian

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### EDUCATION

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**2022-2023- Luiss Business School – Rome, Italy**

Master in **Marketing Management con Major in Corporate Event, Management, PR and Communication**

Main Courses: Event Management- Obiettivi e strumenti della comunicazione- Project Management per gli eventi- Comunicazione creativa

**2019-2022 – Lumsa – Rome, Italy**

Bachelor's Degree in **Scienze della Comunicazione, Marketing e Digital Media**

Main courses: Promozioni Aziendali and Revenue Management- Tecniche della Pubblicità- Marketing

Thesis: Le loyalty program nell'era Covid-19: il caso Starbucks e il caso Lufthansa a confronto.

### WORK EXPERIENCE

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**27/07/2023 - Present - Wonder Project – Rome, Italy**

Wonder Project, based in Rome and Milan, operates in the fields of planning and production of major events, product launches, road shows, corporate conventions and meetings, incentives, digital multimedia events and video productions.

**Role: Junior Project Manager**

- Budget and logistics process management
- Creation and preparation of presentation of events to clients
- Relationship with suppliers
- Coordination of field production

**11/10/2021-20/07/2023 – Unione Sanitaria Internazionale – Rome, Italy**

International Health Union operates in the field of traditional and imaging diagnostics, clinical analyses, medical gymnastics and specialist training in general. Today U.S.I. is one of the most important realities in the health sector in Lazio.

**Role: Customer Care Operator**

- Call center activities
- Management of health problems

## LANGUAGE

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**Italian** - native speaker

**English** - good knowledge (B2)

## IT SKILLS

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- Good knowledge of Office Package (Word-PowerPoint-Excel-Outlook)
- Excellent knowledge of operating systems (Windows-MacOS)
- Excellent knowledge of Social Networks

## Additional Information

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Courses and Certifications: **25/10/2022**: Aim Qualifications Level 1 Certificate in ESOL International-B2 (Advanced)

Summer School and international experiences: one month summer experience in a Dublin college in 2015

Significant sports achievement: football player at competitive and professional levels until 2020

Project works - **2022/2023**: Luiss Business School:

- Course of Project Management of Events: the brief concerned a meeting between the executives of one of the leading Italian financial institutions
- Business challenge: the brief concerned an event relating to the candidacy of Expo 2030

Main projects - **2023-2024** - Wonder Project

- Porsche Festival 2023 (Porsche Italia)
- Xmas Party (Q8)
- Premiere Film Califano (Rai Fiction)