

BENEDETTA GIULIANI

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Salzburg, Austria | EU Work Permit holder

PROFESSIONAL SUMMARY

Creative and dynamic marketing specialist with a strong background in sports communication, social media management, and project coordination. Proven experience collaborating with international athletes and sports teams to deliver impactful brand activations. Adept at managing cross-functional campaigns, onsite productions, and storytelling initiatives that support athlete visibility and performance marketing goals. Passionate about sport culture, athlete development, and crafting engaging audience experiences.

PROFESSIONAL EXPERIENCE

RED BULL

Social Media - Newsletter & Marketing Red Bull Energy Wear

ELSBETHEN, AUSTRIA

SEPTEMBER 2024 - SEPTEMBER 2025

- Developed and executed social media strategies across Instagram, Facebook, and X to increase audience engagement, with a key focus on motorsport and team sports content.
- Co-developed creative concepts and coordinated content production for large-scale campaigns, including the Max Verstappen 4th F1 Championship activation, managing alignment between content and campaign goals.
- Supported event-related productions and activations through on-site coordination and creative direction across multiple brand shoots.
- Worked closely with videographers & editors, providing creative direction and feedback to shape final content.
- Gained hands-on experience working closely with top-level athletes in both motorsport and team sports, collaborating with MotoGP riders, football players from FC Red Bull Salzburg, and Ice Hockey professionals to develop impactful brand content and event activations.
- Participated in the creative development and production of Red Bull's Christmas campaign featuring skydiver Marco Valentenspiel.
- Developed the winter motorsport photoshoot, supporting concept development, filming, and creative execution.

SIGNIFY

MADRID, SPAIN

Global Social Media Content B2C Intern

SEPTEMBER 2023 - MARCH 2024

- Managed Philips Hue & WiZ Lighting global social media accounts across Instagram, Facebook, YouTube, TikTok, and Pinterest, increasing brand presence and audience engagement.
- Monitored and analyzed social media analytics via Sprinklr, optimizing content strategies to improve performance and drive engagement.
- Conducted audience insights research through social listening techniques, refining content strategies based on data trends.
- Performed competitive benchmarking analysis, assessing performance across platforms to identify opportunities for optimization.
- Collaborated closely with the production team to develop and implement high-quality visual content that aligned with brand guidelines.

WOLFORD

ROME, ITALY

Social Media Coordinator

APRIL 2020 - APRIL 2022

- Managed, planned, and published daily social media content on Instagram, enhancing brand visibility and engagement.
- Evaluated the performance of social media campaigns using Creator Studio analytics, refining strategies for better results.
- Designed and executed campaigns for targeted events (e.g., sales, promotions, brand awareness).

EDUCATION

IE Business School

MADRID, SPAIN

Master in Digital Marketing

SEPTEMBER 2022 - JULY 2023

Final Project: Iberia Loyalty Program: the primary challenge revolved around refocusing our strategy on revitalizing the loyalty program.

Relevant coursework: Social Media, PPC and Paid Search, Events, Integrated Marketing Communication, Media Strategy and planning, Branding, Project Management, Digital Analytics.

Projects: Nike X Netflix: developing a short TV series for Netflix as part of Nike's initiative to inspire people to practice sports. | AWS Challenge: Fighting textile waste | Events: Wallapop X Maria Escoté | Strategic Marketing: Nespresso's strategy. | Media Strategy: 'Uno de 50' editorial plan.

Lumsa University

ROME, ITALY

Bachelor Degree in Communication and Marketing

SEPTEMBER 2019 - JULY 2021

Thesis: "Artificial Intelligence: a focus on Affective Computing and Chatbot.

- Project with Ferrero SRL: "The design of a product development plan for Nutella Biscuits"

LANGUAGE

- Italian (Native) • English (Business Fluent) • Spanish (Proficient)

TECHNICAL SKILLS

Adobe Photoshop | Adobe InDesign | Adobe Premiere Pro | Acrobat | Sprinklr | Figma | Google ADS | Video Editing | Social Media | Google Analytics | Salesforce | Content Creator | Microsoft Office Suite | Bloomreach | Airtable | Meta Business Suite