

ELEONORA GUARINO

Marketing & Communication Specialist



WORK EXPERIENCE

BIP Consulting - Consultant

03/2024 - present

- Market and supplier analysis supporting purchasing, production and logistics processes
- Data analysis and reporting to support strategic decision-making
- Collaboration with cross-functional teams
- Preparation of reports and presentations for internal stakeholders

Social Media Manager

05/2023 - 01/2024

- Definition of social media communication strategies aligned with brand identity
- Creation of visual and copy content aimed at increasing engagement
- Editorial planning and content calendar management
- Support to brand visibility and online presence

IFFCO - Junior Marketing Consultant

01/2024 - 07/2024

- Development of communication campaigns
- Target analysis, brand positioning and messaging
- Focus on sustainability and brand values

Barilla - Brand Communication Project

01/2023 - 05/2023

- Design of a marketing and communication strategy for product launch in the US market
- Market and consumer analysis to support strategic decisions

Innovasi -Junior Sustainability Advisor

01/2022 - 07/2022

- Consulting support for B Corp certification process
- Analysis of sustainability practices and ESG criteria
- Contribution to sustainability communication and corporate values

Ferrarelle - Communication Project

09/2021 - 01/2022

- Design of an advertising campaign focused on sustainability communication
- Brand messaging aligned with corporate values

FAI - Fondo Ambiente Italiano

05/2018 - 07/2018

- Enhancement of artistic and cultural heritage

EDUCATION

IULM UNIVERSITY, Milan

09/2022-11/2024

- Master's degree in marketing and business communication

FEDERICO II UNIVERSITY, Naples

09/2019-07/2022

- Bachelor's degree in Business Administration

LICEO CLASSICO JACOPO SANNAZARO, Naples

09/2014 - 07/2019

- High School Diploma, Classical Studies