



# GIULIA VERGANI

## Marketing | Events

### PROFESSIONAL EXPERIENCE

#### Marketing Intern

DWS International GmbH

11/2023-11/2024

- Planning and development of online and offline marketing campaigns (B2B & B2C) following Headquarter's Marketing Plan | Collaboration EMEA marketing team
- Developing digital campaigns for Xtrackers ETFs (with external agencies)
- Social Media Management (LinkedIn)
- Website content upload ([DWS.it](#) / [Xtrackers.it](#))
- Support in PR activities
- Planning and organisation industry tradeshows (Salone del Risparmio 2024 & ConsulenTia 2024)
- Event Management (targeting on institutional clients)
- KPIs analysis of Social Media and Website
- Production of Marketing Materials (eg: brochures, flyers, email banner ecc)
- Control and maintenance of the merchandising | Production of Corporate Gifts (Retail Client and Institutional Client)
- Support in Budget Management (for Italian market), PR/PO

#### Event Intern

Itaca Comunicazione

05/2023-06/2023

Support the team in everything related to **event management** (before, during and after): mailing list creation, invitation design, event concept identification, event development, event promotion and communication, customer satisfaction analysis. Successfully produced ITACA25.

#### Hostess

Poliform S.p.A

04/2023

Front desk welcome at the exhibition during "Milano Design Week".

### EDUCATION

Università Cattolica del Sacro Cuore, Milan

09/2020-09/2023

#### BSc in Economics and Management for Art, Culture and Entertainments

**Thesis:** "Corporate Museums: a connection between company, culture and territory. The case of Ferrari Museum"

**Relevant courses:** Marketing, Management of cultural organisation, Business Economics, Financial Accounting, Economics of Financial Intermediaries.

**Extracurricular Activities:** Content Writer for a Formula 1 online magazine (Osservatore Sportivo | 06/2022-06/2023)

Liceo Ettore Majorana, Desio

09/2015-06/2020

#### Classical high school diploma

**2018 | Cashmere High School, Christchurch, NZ**

HIGH SCHOOL EXCHANGE program in New Zealand

### PERSONAL DETAILS

 Giussano, 20833 (MB) | Italian

 giu.ve01@gmail.com

 LinkedIn

### LANGUAGES

**Italian:** Native (C2)

**English:** Full professional proficiency

**IELTS certificate:** level 7.5, C1

**German:** Basic level (B1)

### PROFESSIONAL SKILLS

- Adaptability and flexibility
- Team Player
- Good communication skill
- Precision and organisation
- Working under pressure | following deadlines
- Event Management
- Marketing Analytics
- Report Building

### TECHNICAL SKILLS

- MS Office (Teams, Word, Excel, Power Point, Outlook)
- Canva
- Sprinklr | Tableau | Eventogy
- SAP | ProcessUnity
- MacOS system

### COURSES

- INSIDE LVMH (July 2024)
- DIGITAL MARKETING GROWTH PROGRAM by Girls in Marketing (July 2024)