



# Luca Montecucco

## DIGITAL MARKETING & EVENTS

Passionate about Digital Marketing and Communication, with experience in Event Planning. I actively contribute to internal and external communications and creating digital content in an international context. Future-oriented, I face new challenges with enthusiasm.



+39 339 1535359



lucamontecucco.9@gmail.com



Via Chiari, 1, Milano

## HARD SKILLS

- Professional copywriting
- Google Analytics Certification
- Microsoft Office pack: advanced knowledge
- Event management
- Content creation
- Web and social media knowledge
- Canva mastery

## SOFT SKILLS

- Empathy
- Relational skills
- Time management
- Quickness to adapt
- Teamwork
- Active learning
- Organizational skills

## LANGUAGES

- Italian - Mother tongue
- English - B2

## EDUCATION

### MASTER'S DEGREE

#### **Organization and Marketing for Business Communication**

Sapienza Università di Roma

September 2020 - October 2023

### BACHELOR'S DEGREE

#### **Communication Sciences**

Università degli Studi di Perugia

September 2017 - November 2020

## WORK EXPERIENCE

### COMMUNICATION & EVENTS INTERN

Philips - Milan, Italy

October 2023 - current

- Digital editorial calendar management and development: brand website, LinkedIn, internal social network
- Event management: contract and sponsorship management, relations with organizing bodies
- Supporting PR and Media Relations activities
- Localization of articles and press releases
- Performance KPI measurement, analysis and reporting

### EXECUTIVE ASSISTANT

UNIREC - Rome, Italy

November 2022 - September 2023

- Organization of assemblies, meetings and events
- Online communication management: website and LinkedIn
- Internal and external communications filter
- Managing membership and discharge paperwork

### **EVENT ASSISTANT INTERN**

UNIREC - Rome, Italy

March 2022 - June 2022

- Organization and planning of the Annual UNIREC 2022 event
- Operational and logistical management of the event
- Supervision and negotiation of sponsorship contracts
- Executive support to back office activities

### **MARKET RESEARCH ASSISTANT INTERN**

Philip Advertising - Perugia, Italy

March 2020 - June 2020

- Market potential assessment and prospect identification
- Analysis of competition and market trends
- Operational support in developing integrated communication campaigns
- Drafting of reports of research results