



CARLOTTA POGGI

Marketing and Communication

Phone

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Email

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Address

Rovellasca (CO) -
14/B Adamello Street

Profile

Marketing specialist with 4 years of experience in sport marketing, digital communication and event organization, such as Giro d'Italia, Strade Bianche, Lombardia and others.

Date of birth:
28 Luglio 1997

Birthplace:
Como

Driving License: B

Skills

- MacOS (good)
- Business Manager (basic)
- Digital Advertising (basic)
- Office suite and Canva
- Team Working
- Problem solving
- Stress management
- Time management

Languages

English (good)

Spanish (basic)

Experience

Marketing & Communication

2022 - PRESENT

RCS Sports & Events

Creation of product's Brand identity; Definition of marketing strategies and activities; Digital and traditional communication and therefore the creation of graphic and video contents; Event organization; Realization of TV materials; Drawing up events' budget.

Marketing & Communication

2021 - 2022

RCS Sports & Events - Internship

Realization of graphic materials for look & feel and for social & digital contents; Definition of PED; Digital and traditional communications.

Education

Master Sport Digital Marketing & Communication
at RCS Academy Business School

2021

Bachelor's degree in Economia delle Imprese e
dei Mercati at Università Cattolica del Sacro Cuore

2020

Final vote: 100
N. 3 exams taken in foreign languages

Scientific certificate
at scientific high school G.B. Grassi

2016

Voluntary work

VICE PRESIDENT IN EXECUTIVE BOARD OF AVIS ROVELLASCA | FROM 2017 UP TO NOW

RESCUER IN CROCE AZZURRA ROVELLASCA | FROM 2018 UP TO NOW

BLOOD DONOR FROM 2016 AND FROM 2018 DONOR OF ADMO