



Cesaria Colazzo

Digital Marketing Assistant



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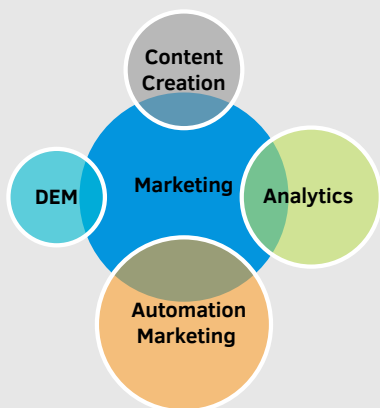


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www.linkedin.com/in/cesaria-91439292

Skills



Softwares

Salesforce • Pardot • Odoo

WeChat • Prestashop

Languages

Italian (Mother Tongue)

English (C2)

Spanish (C1)

Chinese (C1)

Experience

July 2020
Presente

Marketing Data Qualificator

British Standards Institution Iberia

- GDPR Compliance Surveillance.
- Prospects' consulting about Cyber security, MDR compliance and risk assessment.
- Lead Generation Campaign Management in Salesforce and Pardot.
- Assisting with website and email translation in Italian.

November 2019 - May 2020
Digital Marketing Assistant

La Pastilla Soluciones Integrales S.L

- Assist in monitoring website performances in Google Analytics
- Performing SEO through website e-commerce CRM Platform (Prestashop) and online tools (Sistrix and Semrush)
- Website and e-commerce platform content creation and localization in EN, ZH and ITA.

January 2018 - June 2018

Junior Key Account Manager & Business Development

China Multiservice Consulting Ltd.-Kunming(China)

- Scouting investing opportunities for Chinese enterprises in Italy and helping Italian SME growing in China
- WeChat (professional networking chinese platform and social media) Content Management
- Preparing PowerPoint presentations and revising documents for road shows speeches.
- Preparing promotional material and arranging logistical matters for the participation of clients to the Xiamen International Stone Fair

March 2016 - October 2016

Intérprete

Dottor Group S.p.a.-Hangzhou(China)

- Interpreting for international Civil Engineering Project led by Renzo Piano
- Administrative relocation duties assistance: communicating with local authorities, managing visa issue procedures, revising workforce residence permits, controlling workforce housing expenditures
- ITA<>ENG<>ZH Medical Interpreting

March 2018 - January 2016

Interpreter

- Salone del Mobile Milano-Milan International Furnishing Accessories Exhibition
- Italian Police Flying Squad
- Commissioned by Italian submarine technology Engineering Company Drass Galeazzi : Technical Translation to participate to Chinese Naval Army bid of tender

Education

2020 - 2022 **M.Sc. Candidate, International Business Economics and Law** Modena

and Reggio Emilia University - Italia

Subjects: Statistics, International Monetary Policy, Finance, Commercial Law, Informatics and Web Data Science, Human Resources Management, Marketing Management

2019 - 2020 **Master International Management**

Luiss Guido Carli-Roma- Italia

Materias: Financial Management, International Trade Law, Informatics, Marketing Management, Budgeting and Reporting

2013 - 2016 **M.A.Chinese Studies**

Ca'Foscari University of Venice - Italia

2010 - 2013 **B.A.Italian-English-Chinese Interpreting**

Ca'Foscari University of Venice