

# Ivan Moretti

Italian | Male | 22 years old

*Target MSc: Marketing & Digital Transformation*

## PROFESSIONAL EXPERIENCE

- Digital Transformation Intern - Pirelli, Milan July 2024 - Present.  
Assisted in the rollout of a B2B e-commerce platform across 4 European markets.  
Analyzed user journey data to optimize the dealer portal interface, increasing login frequency by 20%.
- Social Media Intern - Ferrero June 2023 - August 2023.  
Developed a content calendar for the Nutella Global Instagram account, focusing on Gen-Z engagement.

## EDUCATION

- BSc in International Economics and Management, Bocconi University 2021 - 2024.  
Specialized in Digital Business and Platform Strategy.

## SKILLS

Technical: Google Analytics 4, Salesforce, SQL (Basic), Figma.

## LANGUAGES

Italian (Native), English (Fluent), French (B2).

## PERSONAL INTERESTS

Renaissance Art, Yoga, Sustainable Gastronomy.