

Isabella Moretti

Italian | Female | 22

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.