

# Lucia Ferraro

Italy | Female | 25

*Target MSc: Marketing*

## PROFESSIONAL EXPERIENCE

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Marketing Coordinator - Tourism Company (Mar 2022 - Sep 2023)  
Managed social media campaigns, increasing engagement by 25%  
Monitored performance metrics and prepared monthly reports for management  
Coordinated events and promotions to increase brand visibility  
Intern - Advertising Agency (2019)  
Assisted creative teams in content creation and campaign execution  
Conducted market research for client campaigns

## EDUCATION

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Bachelor in Communication Sciences, University of Bologna, 2017 - 2020  
Master in Digital Marketing, Private Business School, 2020 - 2021  
Specialized in online marketing, brand management, and content strategy

## SKILLS

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Digital marketing tools, content management, campaign analytics, Excel

## LANGUAGES

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Italian (native), English (good)

## PERSONAL INTERESTS

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Photography, travel branding, social media trends, creative writing