

Sofia Rossi

Brazilian | Female | 25

EXPERIENCE

- Corporate Strategy Intern at UniCredit, Milan (6 months): Conducted market analysis for banking services, prepared client-facing reports, benchmarked competitors, assisted senior consultants in strategy workshops, created detailed PowerPoint presentations, contributed to risk assessment meetings, collaborated with teams across finance, marketing, and operations.
- Marketing Assistant at Luxottica (6 months): Coordinated social media campaigns, developed content calendars, analyzed engagement metrics using Google Analytics, liaised with design and photography teams, prepared weekly campaign summaries for management, monitored influencer collaborations, suggested optimization for brand awareness campaigns.

EDUCATION

- Bachelor in Economics and Management, Bocconi University, 2022: Courses included Corporate Finance, Marketing, Business Analytics, International Business.

Group project on market expansion for an Italian luxury brand, presented to industry mentors. Participated in entrepreneurship incubator, developed business plan for sustainable accessories.

SKILLS

Excel (financial modeling, pivot tables), PowerPoint (executive presentations), Data Analysis (Python, SQL), Market Research, Strategic Planning, Communication, Team Leadership

PROJECTS

- Market Expansion Analysis: Collected data on competitors and consumers, developed SWOT analysis, proposed strategic recommendations, presented insights to professors and industry professionals.
- Social Media Engagement Project: Planned, executed, and monitored digital campaigns, tracked KPIs, optimized content for engagement increase.

LANGUAGES

Italian (native), English (fluent), French (intermediate)

CERTIFICATIONS

Google Analytics, HubSpot Inbound Marketing, CFA Level 1 Candidate

HOBBIES

Traveling to explore local food and culture, photography of architecture and urban landscapes, volunteering for educational projects, yoga and meditation

REFERENCES

- Marco Bianchi, Senior Analyst at UniCredit, marco.bianchi@unicredit.it
- Elena Greco, Marketing Manager at Luxottica, elena.greco@luxottica.com

ACHIEVEMENTS

- Top 5% student project grade at Bocconi University
- Best Social Media Campaign Contribution Award at Luxottica