

Lucia Ferraro

Ecuador | Female | 25

Target MSc: Marketing

PROFESSIONAL EXPERIENCE

- 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

- 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

Digital marketing tools, content management, campaign analytics, Excel

LANGUAGES

Italian (native), English (good)

PERSONAL INTERESTS

Photography, travel branding, social media trends, creative writing