

Lucia Ferraro

Italy | 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