

# Marta Spaccapietra

+39 3480707250 | marta.spaccapietra@gmail.com | linkedin.com/in/marta-spaccapietra | Milan/Naples, Italy | Born 18 - 05 - 99

*Communication and marketing professional with experience in Digital Marketing, UX/UI Design, and Project Management.*

*Passionate about digital technologies and creative problem-solving.*

## EDUCATION

### Università Suor Orsola Benincasa

Naples, Italy

MA, Public and Business Communication, Cum Laude

Oct 2024

- Awards: won the "best branding strategy" award for advising a generative AI player (Logogramma), in targeting the healthcare market in their branding strategy based on value proposition/curve analysis, and reference customers' benchmark
- Extracurricular: elaborated the branding strategy for a tour operator targeting customer base expansion, covering end customer profiling, planning (PED), social media, Gantt, and content creation

### Apple Developer Academy (5% acceptance rate)

Naples, Italy

Professional Certificate, App development

Jun 2023

- Awards: won "The Big Hack" Hackathon, sponsored by STMicroelectronics, for designing the interface of a wearable medical device monitoring life parameters to provide aid for sleepwalkers
- Developed a portfolio of app designs (UX/UI research and development) working in a team with software developers following a Scrum/Agile methodology, covering diverse applications ranging from color blindness support to tracker for women who takes contraceptives

### Apple Foundation Program | XI edition @unisob

Naples, Italy

Certificate of Attendance

Feb 2022

- Developed a prototype of an iOS app focused on intrusive thoughts, implementing solutions using cognitive ergonomics techniques

### Università di Pavia

Pavia, Italy

BA, Public and Business Communication

Oct 2021

- Extracurricular: research workshop on the impact and mutual influence of identity, digital reputation, and personal branding

## WORK EXPERIENCE

### Municipality of Naples

Naples, Italy

Civil service

Sep 2024 – Ongoing

- Activities include planning and execution of local cultural initiatives, such as events and social media campaigns, collaborating with the social assistance department, engaging with schools, universities, and youth centers
  - Contributed to awareness campaigns for the municipality's digital services offering
  - Organized events, targeting young women, for HPV vaccine awareness
  - Contributed to the promotion campaign for the cultural hub/study area recently set up in a re-purposed building

### TED Talks – TED x Napoli

Naples, Italy

Event Assistant

March 2024

- Supported online promotion, event management, guest reception, and logistics organization

## ADDITIONAL

- **Language Skills:** English (C1 advanced level, Cambridge CAE); Italian (native)
- **Computer Skills:** Office, European Computer Driving License (ECDL) - Full Standard Level
- **Interests:** volleyball (semi-professional level 2007-2018), motorsports, art