




BENEDETTA CANTONI

✉ benedettacantoni.00@gmail.com | benedetta.cantoni@master.unibocconi.it
☎ +39 366 727 2635  www.linkedin.com/in/benedetta-cantoni-a7231624b



Summary

Ambitious, inquisitive, and analytical marketing professional with a deep enthusiasm for fashion, luxury, and beauty, developed through academic studies, professional experiences, and continuous research. Currently enhancing skills in trade marketing while leveraging strong analytical capabilities through tools like Excel and Power BI. Determined to turn this passion into a successful career in marketing management through dedication and a constant desire to learn.

EXPERIENCES

Samsung Electronics Italia

Trade Marketing - internship

Milan - Italy

April 2025 - Present

- Supported the execution of trade marketing activities across retail channels, including in store promotions, product launches. Collaborated with sales and marketing teams, monitored campaign performance and ensured brand consistency at the point of sale.

Milan - Italy

Estée Lauder Companies - LA MER

Trade Marketing assistant - internship

December 2023 - December 2024

- Assisted in the planning and execution of promotional campaigns across retail channels, managing in-store implementations, events, and social media activations. Collaborated with sales and marketing teams to optimize trade strategies and monitored promotional performance through sales data analysis. Strengthened analytical skills using Excel and Power BI to prepare detailed KPI reports and enhance sales performance.

Calzedonia Group

Sales Assistant - Apprenticeship

Castel Guelfo di Bologna (BO) - Italy

September 2022 - December 2022

- Customer service and cashier management, daily KPI analysis and related reporting, store and window visual merchandising, ensure high levels of customer satisfaction through sales service, assist with the sales process by maintaining a fully stocked store.

Kobold Studio

Junior Social Media Manager

Cesena (FC) - Italy

September 2021- November 2021

- Social media management with data driven approach, editorial plan management, copywriting, teamwork. Market and related trends analysis, competitor analysis, social strategy planning and implementation in managed client pages.

EDUCATION

Luigi Bocconi University

First Level Master's degree in Marketing & Communication (MiMeC)

Milan, Italy

January 2023 - May 2024

- A dynamic program emphasizing strategic marketing, communication, and commercial management.

University of Bologna - Alma Mater Studiorum

Bachelor's degree in Economics and Management

Forlì, Italy

September 2019 - July 2022

- Thesis: "I recenti sviluppi nel Luxury Branding Made in Italy: I casi Gucci e Prada" (Recent developments in Luxury Branding: the Gucci and Prada cases)
- Grade: 107/110

Skills Summary

- Languages** Italian, English (C1), French (A2)
- Programs** Excel, Power Point, Python, Autocad, Word, Google Analytics, Power Bi, Circana, Canva
- Courses** Team Working; Power Point; Excel Advanced; VBA; Effective Presentation; Business Organizing; Relationship Building; Customer service

Certificates

Skillshop - Google Digital academy: Get started using Google Analytics; **Bocconi University:** Excel Advanced & VBA; LVMH: Inside LVMH; **Cambridge English Language Assessment:** IELTS - 7 (June 2021)

Volunteering and other Professional experience

Voluntary work: Centro sociale Fabbrica - Imola (BO) *Waitress, Baby sitting, cashier. (2014 - present)*

Centro Estivo Casalfiumanese - Imola (BO) *Educator (June 2021 - August 2021)*

Other Professional Experiences: Moto GP and Formula 1 events, Misano, Mugello, Imola, responsible for reception in the VIP area; I-model Agency, Thiene, VI, Representative of perfume brands for Douglas and Sephora;

Hobby and Interests

Acting - acting courses; **Crime fiction**; **Skiing**; **Pilates**; **Meditation** and Mindfulness; **Fashion and Luxury**.