

ALESSANDRA BERETTA

Msc Student in Digital Marketing & Data Analytics | Aspiring Researcher

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PROFESSIONAL SUMMARY

Curious and people-oriented, I combine analytical thinking with creativity, enjoying market research, communication, and management. I'm driven by learning and connection, but prefer strategy and ideas over graphic design or purely operational tasks.

EXPERIENCE

Social Media Manager – Communication & Graphic Designer

Associazione Reti Bresciane

 December 2025 – Ongoing  Remote

- Planned social content calendars and campaigns
- Designed branded visuals and templates in Canva

Library Assistant

Biblioteca di Sotto il Monte

 2023 - 2025  Sotto il Monte Giovanni XXIII, BG

- Managed digital communication and event promotion using Canva and Facebook/Instagram
- Updated content and schedules using Microsoft Excel & Docs
- Supported workshops and reading labs for children

Crew Member

Mc Donald's

 2021 - 2022  Seriate, BG

- Managed order flow and quality control under time constraints
- Coordinated team workflows to optimize service speed and accuracy

Sales Assistant

I4R SRL

 2020 - 2021  Busnago, MB

- Assisted customers and managed product presentation in-store
- Tracked sales and inventory using Microsoft Excel

Secretary Intern

Temporary Employment Agency

 Jun 2018 - Jul 2018  Frankfurt, Germany

LIFE PHILOSOPHY

"Live curiously, grow constantly, stay kind."

STRENGTHS

Adaptability & Cultural Openness

Empathy & Social Awareness

Motivator & Leader

Microsoft Office Figma Canva

GA4 WordPress LookerStudio

Python Tableau

LANGUAGES

Italian



English



Spanish



German



VOLUNTEERING

Live Event Planner

Associazione ORA

 Jan 2025 - Jan 2026  Remote, IT

Ambassador

Festival Buone Notizie

 2024 - 2024  Bergamo, IT

Regional Representative

SCU Lombardy Delegation

 2023 - 2025  Lombardy, IT

INTERESTS & PASSIONS

- Running and walking as daily rituals to stay focused, balanced, and energized
- Exploring how digital marketing and AI can create meaningful, human-centered strategies

EDUCATION

MSc in Digital Marketing & Data Analytics
H-Farm College | University of Chichester

📅 Sept 2025 – Ongoing

📍 Venice, IT

MSc in International Management & Marketing

Università degli Studi di Bergamo

📅 Sept 2023 - Jun 2025

📍 Bergamo, IT

BSc in International Trade & Commerce

Università degli Studi di Bergamo

📅 Sept 2019 - March 2023

📍 Bergamo, IT

PUBLICATIONS

Academic Paper – In Progress

📁 University of Bergamo

- *What You Say Matters More Than Who You Are: Exploring the Credibility of Human and Virtual Influencers*
- Alessandra Beretta, Elisavet Argyro Manoli, Daniela Andreini

- Reading, writing, and discovering new music

PERSONAL HIGHLIGHTS

- 🏆 **Courage** – Took initiative in leadership and communication roles, even in uncertain and high-pressure contexts.
- ❤️ **Persistence & Loyalty** – Demonstrated long-term commitment to community and academic projects through consistency and reliability.
- ↗ **Growth Mindset** – Continuously developed research, analytics, and strategic skills across academic and professional environments.
- 🎤 **Inspiring Communication** – Engaged diverse audiences through public speaking, interviews, and digital content creation.