



DIGITAL MARKETING
SPECIALISING IN E-COMMERCE
& UX/UI DESIGN STUDENT.

ARIANNA POLLETTA

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[My portfolio](#)

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ABOUT ME

Passionate about innovation.
I'm a curious person and I think this is one of the secrets to success.

Sharing opinions and ideas with others is essential to me and that's why I like to work in a team.

I'm a visual design lover and communicating effectively through a single image is rewarding.

Moreover, when I fail in something, I don't see it as a failure but as an invitation not to give up.

Hobbies;
I love traveling, drawing, music, sport, baking cakes, and design, in particular interior design.

It's not my cup of tea;
Discrimination of all kinds, not listening, and rudeness.

WORK EXPERIENCE

E-Commerce Inventory Management

Bike Store / Rome / 2021

- Responsible for the store inventory with contains more than 2000 items, managing all assets' life cycles.
- Maintain the management system up to date, creating new entries with appropriate descriptions and photos for each product that will be posted on the E-Commerce site.
- With the support of WordPress diligently organize the product categories keeping all the information up to date.
- Understanding of many b2b's suppliers, confidence with invoices system and workflow. Solve any kind of problems with suppliers.
- I create online content through social media branding strategies.

Assistant General Manager

Home Slice / London / 2018-2020

- Delivered high-class customer service and cared for and managed staff members during the service shift.
- Thanks to strong organizational skills, Issued timely daily reports in excel and word guaranteeing the accuracy of details.
- Always opened and closed procedures successfully, and carefully supervised staff members to do the same.

SKILLS

- Collaboration
- Interpersonal skills
- Attention to details
- Creativity
- Adaptability

TOOL

- Wordpress
 - Google Ads
 - Google Analytics 4
 - Shopify
 - Canva
 - Word
 - Wix
 - ActiveCampaign
 - MailChimp
 - Visual Studio Code
 - Excel
 - Power Point
 - Google tag manager
- (Different levels of using)

LANGUAGES

- Italian
Mother tongue
- English
Advanced level
- Spanish
Basic level

Waitress

The Blues Kitchen / London / 2017-2018

- Provided exceptional, friendly, and fast service. managed other staff and performed daily briefings. Skillfully anticipated and addressed guests' service needs.
- Consistently adhered to quality expectations and standards.
- Appropriately recommended additional items to customers to increase restaurant sales.
- Showed to be constantly knowledgeable about new menu items, garnishes, ingredients, and preparation methods.

Runner

Belgo Soho / London / 2015-2017

- Served dishes by accurately describing the plates.
- Also, supported waitresses/waiters to assist the customer with any need and maintained high standards of cleanliness.
- Be able to work under pressure with the team, guaranteeing a welcoming environment also during busy times.

EDUCATION

Creative workshop of local story telling

Creativa /December 2022 - 10 Lessons

- each lesson is focused on a different literary genre and through creative writing all participants have the opportunity to explore their style.

Digital Marketing Specialising in E-Commerce, UX/UI Design

Start2Impact University / Since 2020

Course CPD for:

- Typography
- Illustrator
- Computer graphic application

LCCA college / London / 2018 / 4 weeks

Tourism Marketing Diploma

Nicola Garrone / Albano Laziale / 2006-2011

Dental Technician

Edmondo De Amicis / Rome / 2012-2014