

# GAETANO AREZZO

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## WORK EXPERIENCES

### Teleperformance

From July 2022

Lisbon, Portugal | Meta Marketing Expert

My main responsibility is to expand Meta's customer portfolio and manage new business relationships with existing customers through plans to maximize the return on investment on our platform (ROI) and the creation of medium to long-term marketing strategies.

Conversion Rate Optimization · Digital Marketing · Funnel Optimization · Facebook Ads

### Teleperformance

December 2021 – June 2022

Lisbon, Portugal | Meta Customer Service Representative

Main responsibilities: Advertisers and businesses contact Meta for after-sales assistance and troubleshooting guidance using this service. My main goal is to improve the experience of Facebook and Instagram users.

### Maltese Italian Chamber of Commerce

September 2020 – December 2020

Ta'Xbiex, Malta | Trainee

Main responsibilities: ensure the provision of all services offered by the Chamber of Commerce (business registers, contact lists and reporting activities); front office and back office activities; project management; management of the web portal and social pages; digital marketing; customer service; organization of events; publication of news on the Chamber's website; social media

### Agri.in

July 2017 – August 2017

Ragusa, Italy | Trainee

Agri.in is a company that provides logistic services for the distribution and processing of food products. My role was mainly to analyze the logistic costs of Agri.in

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## EDUCATION

### University of Florence

December 2018 – July 2021

M.Sc. in International Studies

Focus: international economics; economics of European integration; international and community policy; international commercial law; European Union law; financial markets; tax systems and international taxation; lobby and communication

### Alma Mater Studiorum – University of Bologna

September 2015 – November 2018

BSc in Political, Social and International Sciences

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## LANGUAGES AND SKILLS

**Languages:** Italian (Native); English (Advanced); Spanish (Basic); Portuguese (Basic)

**Digital Skills:** excellent knowledge of the Windows operating system; MS Office (Excel, Power Point and Word (advanced)); Facebook Ads (advanced)

**Soft Skills:** problem solving, persuasion, empathy, adaptability and creativity

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