



# Alessandra Zanda

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## PROFILE

Mission-oriented, Second-Upper Class Hons Marketing and Advertising graduate with expertise in creating marketing and advertising campaigns. Keen to take initiative and enthusiastic in discovering new challenges. Seeking opportunities to further my knowledge and skills, with the desire to explore the marketing industry.

## EDUCATION

### BSc (Hons) Advertising and Marketing (2:1)

09/2017 – 06/2020

Christ Church University, Canterbury, Kent, UK

#### Key achievements:

- Gained solid understanding of how marketing and advertising work and how they fit within a wider environment.
- Analysed markets, including size, target audience, trends and competitors.
- Experienced a mixture of creativity and business marketing strategies, combining primary and secondary research, planning and management skills, with creativity, imagination, and innovation.
- Worked, lead and successfully delivered various group projects, working proficiently under tight deadlines.
- Used digital and social media marketing businesses simulations, including weekly updates on conversions, clicks, impressions and CTR.

## WORK EXPERIENCE

### TRAVEL CONSULTANT

08/2021 – Present

Saga, Folkestone

**Achievements/Tasks:** Provided exceptional customer service, whilst working in a busy, fast-paced environment; successfully met Team Manager's objectives and collaborated in working to demanding targets and deadlines; used my experience and knowledge for influencing and negotiating; provided customers with a tailored and unique experience, overcoming and finding solutions to their queries or complaints; always used discretion and empathy dealing with customers;

### RECEPTIONIST

06/2019 – 08/2021

The Grand Hotel, Folkestone

**Achievements/Tasks:** Successfully managed reservations and payments; Responded to clients' complaints in a timely and professional manner. Selling additional facilities and services, when appropriate; Maintained updated records of bookings and payments.

### SOCIAL MEDIA MARKETING INTERNSHIP

05/2019 – 06/2019

The Grand Hotel, Folkestone

**Achievements/Tasks:** Developed a social media marketing strategy to help the business contrast negative local press. The goal was to spread positivity

## ABOUT ME

- ✓ [LinkedIn](#)
- ✓ [Personal Website](#)

## SKILLS

- Excellent creative abilities.
- Social media marketing.
- Marketing strategies.
- Integrated Marketing Communication.
- Market Research.
- Consumer Behaviors.
- Advertising campaigns creation and planning.

## IT

- Proficient with Microsoft Office and Canva.
- Basic knowledge of Adobe Illustrator.
- Google Analytics and AdWords.
- Google Trends.
- CMS: Wix
- SEO

## LANGUAGES

Italian : Native  
English : Fluent

## COURSES

- VTCT Level 2 Certificate in Cosmetic Make-up and Beauty Consultancy (QCF) at East Kent College.
- Customer service.

## HOBBIES

- ✓ Travelling.
- ✓ Fashion and Beauty.
- ✓ Reading.
- ✓ Sustainability.

across local customers and staff, promoting the business on various social media platforms. This was reinforced by a detailed presentation, with visual ideas and examples.

Suggested strategies to attract different market segments.

Collected and analysed the company social media marketing performance.

**STUDENT AMBASSADOR**

10/2018 – 06/2019

UNITEMPS, Canterbury

**Achievements/Tasks:** Supported a range of student recruitment activities as well as had the opportunity to work with primary and secondary schools. Represented the Canterbury Christ Church University and provided information to prospective students.