

Noesis

PROJECT SUMMARY

Project Title:

Noesis , Strategy & Marketing Internship (Oct 2023 – Aug 2024)

Context:

Noesis is a Milan-based communication agency operating in influencer marketing, digital strategy, and corporate communication.

As part of my internship, I was assigned to the influencer marketing monitoring team, ensuring the accuracy and consistency of campaign content.

Objectives:

- Oversee influencer content published across social media platforms (Instagram, TikTok, YouTube).
- Verify compliance between published content and campaign agreements.
- Support internal reporting for marketing and communication teams.

Methodology & Tasks:

- Collected and archived influencer-generated content for active campaigns.
- Monitored the correct tagging of sponsored posts (ADV and collaborations).
- Reported discrepancies or non-compliant publications through structured Excel reports.
- Collaborated with supervisors to ensure campaign alignment with client expectations.

Key Results:

- Contributed to the quality control of multiple national marketing campaigns.
- Improved the traceability and reporting process for influencer content validation.

Skills Developed:

Attention to detail • Data organization • Reporting in Excel • Communication and accountability within a structured workflow