



INFO

Bologna, Italy

Available for transfer

EXPERIENCES ABROAD

Australia: 9 months,
October 2024 – August 2025
Work in the hospitality sector.

Mexico: 2 months,
October 2025 – December 2025
Spanish language classes.

Hard Skills

- HTML5, CSS3
- JavaScript (basic level)
- Bootstrap
- Figma (basic level)
- WordPress
- GitHub
- Python (basic level)
- Basic SEO
- Canva
- CupCut
- InDesign
- Photoshop (basic level)
- Illustrator (basic level)
- Final Cut Pro X
- Premiere
- iWork suite
- Office suite
- Hootsuite
- Active Campaign

Soft Skills

- Punctuality and Organization
- Proactive mindset
- Teamwork

Languages

SPANISH: Intermediate

ENGLISH: Intermediate

ITALIAN: Native

Nadia Lenzi

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WORK EXPERIENCE

Social Media & Web Content Specialist

Spider Racing Parts | May 2022 – May 2023

Ideation of the product catalog in team, graphic design using Illustrator and layout with InDesign. Website updates, creation of new pages and articles (WordPress, Photoshop). Social media management and editorial calendar planning (Hootsuite): ideation, production and publication of content including images, videos, and copy (Photoshop, Canva, CapCut, Premiere).

Advertising and e-mail marketing (Facebook, Instagram, ActiveCampaign).

Concept development and graphic design of brochures and packaging.

Social Media & Web Content

Falani S.R.L. | 300 hours – Internship (UNIBO)

Concept development of a Christmas advertising campaign aimed at selling products in the beauty sector.

Promotion of permanent makeup courses through social media posts, e-mail marketing (ActiveCampaign), and audiovisual spots (Final Cut Pro X).

Customer e-mail management.

Website updates and content creation (WordPress, Canva).

Social media management: content ideation and sponsored campaigns (Instagram and Facebook ads).

EDUCATION

University of Modena and Reggio Emilia, Italy
September 2021 – April 2024

Master's Degree

Advertising, Digital Communication and Creative Business Processes

Thesis in Design Research entitled “Digital Health and Mobile Health: Designing Digital Interfaces and Applications for Older Adults”

Universidad de Bologna, Italia
September 2018 - November 2021

Bachelor's Degree

Communication Sciences

Thesis in Information and Communication Law entitled “The Wealth of the New Millennium: Our Data”