

# Giorgia Pisanu

## Digital Management @ H-FARM College & Ca' Foscari University

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Olbia, Sassari, Italy

## Personal Profile

I'm a creative yet analytical student with strong problem-solving skills and a profound curiosity for technology and innovation. As a lifelong sportsperson, I'm naturally competitive and driven by challenges that push me beyond my comfort zone and my current capabilities. I'm extremely curious and a fast learner, constantly exploring new fields and adapting quickly to challenges that spark my curiosity. I thrive in collaborative environments where technology meets creativity, aiming to build solutions that create real-world impact.

## Education

### Bachelor of Science in Digital Management

H-FARM College for Ca' Foscari University Venice, Expected Graduation: Summer 2027

- **Activities:** Business Consultant in the Junior Consulting Agency, LUMINA
- **Relevant Coursework:** Strategic and digital marketing, E-business, entrepreneurship and digital transformation, How to build an effective storytelling on Social Media

### High School Scientific Diploma

Liceo Scientifico "L. Mossa" Applied Sciences - Olbia, Italy

Grade: 100/100

2019 - 2024

## Professional Experience

### Summer Camp Media Residential Monitor

King's College School - Cascais, Portugal

Summer 2025

- Managed a group of 80+ children aged 6-17, alongside 6 other instructors, designing and leading educational activities that promoted creativity and teamwork.
- Produced and managed daily social media camp content for [@kingscollegeschool cascais](https://www.kingscollegeschool.com/cascais) and parents blog increasing engagement with over 10K viewers, while enhancing skills in content strategy, and visual communication.

### University Ambassador

H-FARM College - H-FARM International School - Roncade, Treviso, Italy

2024 - Present

Represented the university during open days, fairs, and campus tours, contributing to greater participation and interest in the H-FARM College and International School programs, while developing skills in public speaking, event coordination, and institutional communication.

## Projects & Awards

### Finalist - Giochi Matematici Nazionali, Bocconi University - Milan

2018

Reached the national finals among top italian students in mathematical problem-solving and logical reasoning.

### On the Wave

Founded a social media & branding agency helping local businesses enhance their digital presence. Developed brand identities and marketing strategies for clients as [@Coffeekeys](https://www.coffeekeys.com). Designed websites integrating storytelling and SEO optimization.

### GuideMe - TravelTech Startup Project

Developed and positioned a geo-localized travel app for an exam's project, that delivers personalized city routes and AI-generated audio storytelling by local experts. Led go-to-market strategy, user research, and brand positioning to enhance traveler engagement and cultural discovery.

### NBA Data Analysis Project

Designed a data analytics project for the Coding exam, analyzing NBA player statistics using Python. Implemented object-oriented programming concepts through custom classes for structured data handling, integrating regression models, performance evaluation metrics, and data visualizations to enhance analytical efficiency.

## Technical Skills

- **Analytical:** Market Research, KPI Measurement, Google Analytics, SEO, Programming (Python, C++)
- **Tools:** Figma, Canva, ReadyMag, Wix, Shopify, VS Code, Google Ads, Excel (Intermediate)
- **Certifications:** Fundamentals of digital marketing (Google), Intr. to Neuromarketing (CBH - Coursera)
- **Languages:** Italian (bilingual), Romanian (bilingual), English (C1), Spanish (B2), Portuguese (exp. B1), French (A2)

## Soft Skills

Proactivity • Flexibility • Critical Thinking Problem Solving • Creativity • Curiosity • Teamwork • Entrepreneurial Mindset