



# CHIARA SATTA

## MARKETING & COMMS SPECIALIST

Result-oriented Marketing & Communication specialist. Well-versed in building relationships, managing marketing and communication projects. Enthusiastic person with strong intercultural communication skills.

- Working in partnership with HP Inc. I lead the comms and marketing activities of the HP Cambridge Partnership for Education EdTech Fellowship.
- I led the Cambridge English Journeys project and went on RTL 102.5 radio and tech podcasts to talk about the latest collaboration between Cambridge and Microsoft.
- I am addicted to newspapers and insight articles. In my spare time I take lots of pictures and read novels set in old times.

## CONTACT



+44 74699 85 405



Cambridge, UK



sattachiara@gmail.com



[sattachiara.github.io](https://sattachiara.github.io)

## SKILLS

Corporate & Internal  
Communications  
Relationship building  
Editing/Writing  
Media training/Crisis Comms  
Email marketing  
Photography

## TECH

Office 365 (SharePoint included)  
Cision & Meltwater  
Canva & Photoshop  
Mailchip  
Hootsuite  
Monday.com  
WordPress, Drupal, Squarespace

## WORK EXPERIENCE

**2023 - Present**

### UNIVERSITY OF CAMBRIDGE

#### Cambridge University Press & Assessment, Partnership for Education

##### SENIOR MARKETING & COMMUNICATION EXECUTIVE

Generalist senior marketing and comms executive responsible for the implementation of marketing & comms strategies to support Cambridge University mission.

- **Communication lead** responsible for **designing comms and marketing campaigns** for the *HP Cambridge Partnership for Education EdTech Fellowship* (executive programme for senior government officials leading digital transformation in national education system).
- **Building and nurturing relationships** with clients and liaising with business development colleagues to ensure the successful delivery of each phase of the project.
- Responsible for the **organisation of events** for senior stakeholders. Experience in dealing with **suppliers** and liaising with **agencies**.
- Responsible for **content planning** and delivery of a wide range of **comms tactics** (writing press releases, social media content and blogs for Cambridge.org, letters, brochures, management of websites, email campaigns, media engagement, photography and video assets).



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## LANGUAGES

Italian [Native]  
English [C2]  
Spanish [B2]

## CITIZENSHIPS

Italian  
British

## EDUCATION

### Public Relations Foundations

*Chartered Institute of Public  
Relations CIPR*  
2023 - Certificate

### Intercultural Communication -

*Anglia Ruskin University,  
Cambridge*  
2018 | Master's degree with  
Distinction

### Foreign Languages, Literature and Communication - English and Spanish

*University of Cagliari, Italy*  
2012 | Bachelor's degree

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## WORK EXPERIENCE

**2022 - 2023**

### UNIVERSITY OF CAMBRIDGE

#### Cambridge University Press & Assessment, English

##### GLOBAL PR & COMMS EXECUTIVE

- Responsible for **implementation of education projects**. I led Cambridge English Journey and the design of a promotional video the Impact Framework for Cambridge English.
- Responsible for **liaising with internal and external stakeholder**. Experience in **interviewing tech and academic teams at Cambridge** to support thought leadership comms.
- Trained** teams on media interviews and crisis comms and **mentored** on news and blog writing.

**2020 - 2022**

### UNIVERSITY OF CAMBRIDGE

#### Cambridge University Press & Assessment, English

##### GLOBAL PR & COMMS COORDINATOR

Responsible for coordination of comms projects.

- Responsible for **liaising with internal and external stakeholder** and for drafting press releases, social media content, blogs for Cambridge.org and internal comms pieces.

**Feb - Apr 2020**

### UNIVERSITY OF CAMBRIDGE

#### Cambridge University Press & Assessment, English

##### INSIGHT ANALYST

**2019-2020**

### Frameworks Education Group

INTERNATIONAL ENROLMENTS, MARKETING AND ADMIN SUPPORT

**2016-2018**

### NHS Trumpington Street Medical Practice

ADMINISTRATOR