

# 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 <u>HP Cambridge Partnership for Education EdTech Fellowship</u>.
- I led the <u>Cambridge English Journeys project</u> and went on <u>RTL 102.5</u> radio and <u>tech podcasts</u> to talk about the latest collaboration between <u>Cambridge and Microsoft</u>.
- 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

## **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).



# 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

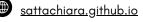
# Foreign Languages, Literature and Communication - English and Spanish

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 <u>Cambridge English Journey</u> and the design of a promotional video the <u>Impact Framework for Cambridge</u> <u>English</u>.
- 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**