

# Federica SELVINI

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Nationality: Italy  
Work Permit: EU  
Availability: 07/25



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## Education

Esade Business & Law School, Ramon Llull University MSc in Business Analytics	Barcelona, Spain 09/25 - 06/27
<ul style="list-style-type: none"><li>CEMS double degree in International Management and Exchange Semester</li><li>Relevant Courses: Cloud Computing, Artificial Intelligence (AI), Python for Data Science, Data Analytics with R</li></ul>	
ESCP Business School Bachelor in Management; GPA: 3.9/4.0 in top 1%	Paris, France; Madrid, Spain; Berlin, Germany 08/21 - 09/24
<ul style="list-style-type: none"><li>Thesis on the Opportunities and Challenges of Luxury Brand Partnerships</li><li>Capstone Project: developed a multichannel marketing strategy for Nextimize (programmatic advertising company)</li></ul>	
Liceo Scientifico Statale Aristotele Diploma; Graduated with highest honors (100 cum laude)	Rome, Italy 09/16 - 06/21
<ul style="list-style-type: none"><li>Exchange: Piedmont HS (NC, USA) – GPA: 4.0/4.0, Top 2%</li></ul>	

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## Professional Experience

Mondelēz International <i>Global snack and confectionery company</i> Marketing Snack Intern	Milan, Italy 01/25 - 07/25
<ul style="list-style-type: none"><li>Supported the management of 3 brands (Milka, Oreo, Mikado), boosting image and presence within the Italian market</li><li>Analyzed and optimized campaign performance across TV and digital by tracking key KPIs (reach, impressions, CTR, CPM), to drive measurable results and maximize ROI</li><li>Oversaw 4 seasonal campaigns and 1 field activation, supervising approval workflows between 4 external agencies and internal stakeholders, managing campaign asset reviews and ensuring brand guideline compliance</li></ul>	
Manifattura Automobili Torino <i>Hypercar Manufacturing firm</i> Sales and Marketing Intern	Turin, Italy 05/24 - 07/24
<ul style="list-style-type: none"><li>Led the launch of the YouTube channel through competitor analysis and analytics, reaching 1,000+ subscribers</li><li>Executed an 11-week project defining the firm's brand identity, presenting strategic insights to Executives</li><li>Managed YouTube Analytics and developed cross-channel content calendars, implementing SEO optimization to enhance audience reach and engagement across digital platforms</li></ul>	
The Brattle Group <i>Consulting firm</i> Research Analyst Intern	Madrid, Spain 05/23 - 07/23
<ul style="list-style-type: none"><li>Audited 10+ Excel and Word reports for 5 international arbitration cases, interfacing with teams across 4 global offices</li><li>Processed large datasets from financial platforms to create financial, operational, and economic models</li></ul>	
KPMG Advisory S.p.A. <i>Consulting firm</i> Risk and Compliance Intern	Rome, Italy 05/22 - 07/22
<ul style="list-style-type: none"><li>Detected and mitigated 50+ potential risks for a logistics client by conducting gap analysis against current legislations</li><li>Analysed, synthesized, and presented data in 10+ Excel and Power Point reports, coordinating within a team of 6</li></ul>	

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## Languages & Digital Skills

Italian (Native), English (Fluent), Spanish (Fluent), French (Intermediate), German (Basic)  
Microsoft Office Suite (Advanced), Python (Beginner, DataCamp), SQL (Beginner), R (Beginner), Think-Cell (Advanced)

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## Additional Information

- Technical Consultant for the Esade Network of Data Excellence Association; CEMS Class Representative Year 1
- ESADE Women in Management merit Scholarship; ESCP merit Scholarship; ESCP Dean's List x 3 consecutive years
- Student community - Organized events as part of associations (EBS; Arts Club) and autonomously (Mindfulness Lab)
- Entrepreneurship & Sustainability - Ideated a e-commerce app promoting ethical consumption in a 3-month program
- Sports - Competed as swimmer at the USA NCHSAA 3A Western Regionals contest; regular runner (2/week)
- Volunteering - Mathematics Tutorship, Food Bank Packing, Operation Christmas Child, Wreaths Across America