



SIMONE FRANCO

Marketing Student



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ABOUT ME

Final-year Master's student in Marketing and Corporate Communication, I combine creativity and business knowledge in digital strategy, social media, and project management.

Throughout my studies, I've learned the importance of not only reading data and markets, but also telling stories that truly engage people. I started very young, almost by chance and with plenty of trial and error, by launching my own brand: an experience that sparked my passion for this field and pushed me to pursue further studies in economics and marketing. Today, I see marketing as a balance between creativity and practicality, with the goal of generating real, measurable value in every project I work on.

EDUCATION

UNIVERSITY OF VERONA 2024 – 2026

Master's Degree in Marketing and Corporate Communication (In Progress)

SAA – UNIVERSITY OF TURIN 2021 – 2024

Bachelor's Degree in Information Management and Business Communication

ISTITUTO TECNICO CHIMICO "SANTORRE DI SANTAROSA", TURIN 2015 – 2020

High School Diploma in Chemistry with Health Sciences specialization

SOFTWARE & HARD SKILL

- Business Development & Entrepreneurship
- Digital Marketing & Social Media Strategy
- Gestione campagne digitali (Google Ads e Meta Ads)
- Project Management (Gantt Charts, WBS, Project Charter)
- Notion
- Market Research & Competitor Analysis
- KPI Analysis & Data Analytics
- Copywriting & storytelling
- Graphic Design (Canva, Pixellab)
- Video Editing (CapCut, VN)
- WordPress
- SEO
- Microsoft Office Suite
- AI & AI Marketing (open.ai, perplexity, Claude, Runway, HubSpot AI, Gemini...)

SOFT SKILL

- Teamwork & Collaboration
- Problem Solving & Critical Thinking
- Empathy & Customer Orientation
- Time Management & Organizational Skills
- Creativity
- Adaptability & Learning Agility
- Critical Thinking

LANGUAGES

ITALIAN (native)

ENGLISH (B2)

SPANISH (B1)

WORK EXPERIENCE

ASSOCIATE MARKETING & COMMUNICATION AREA

JEBV – Junior Enterprise Business Verona JUN 2025 – IN PROGRESS

Student-run consulting organization providing services to companies and institutions.

- Visual design and creation of graphic content
- Social media management and editorial planning
- Copywriting for posts, campaigns, and institutional communication
- Strategic planning support for external communication projects

MARKETING & COMMUNICATION ASSISTANT

FONDAZIONE COMPAGNIA DI SAN PAOLO – CCA – Torino MAR 2024 – SEP 2024

- Conducted competitive analysis to improve student recruitment strategies.
- Managed promotional campaigns for Master's programs (MII, MaFIRM, WeDA).
- Handled website updates, newsletters, and educational content creation.

FOUNDER & BRAND MANAGER

AMVK Clothing NOV 2018 – NOV 2022

- Launched and managed an eco-friendly streetwear brand.
- Designed products and developed social media marketing campaigns.
- Coordinated external partnerships and influencer collaborations.
- Oversaw inventory, logistics, and business operations.

DELIVERY DRIVER & CUSTOMER SERVICE

Pizzeria Misericordia e Nobiltà, Turin MAY 2022 – NOV 2024

- Managed food deliveries while ensuring customer satisfaction.
- Optimized delivery routes, improving efficiency and service speed.

REFERENCES

- Collegio Carlo Alberto – referente, Cristiana Moretti : cristiana.moretti@carloalberto.org
- JEBV – Area Marketing & Communication: info@jebv.it

CERTIFICATES & TRAINING

- Google certification: AI-powered Shopping ads Certification (Oct 2025)
- Google certification: Google Ads Measurement Certification (Oct 2025)
- Top 25 SIM Marketing Award 2024-2025
- Social Media Marketing Certified – HubSpot Academy (Oct 2024)
- Organic Marketing: Facebook Groups for Small Business (Oct 2023)
- Small Business Marketing Using LinkedIn (Oct 2023)
- How to Optimize Your Instagram Account (Feb 2023)
- Entrepreneurship Training Program – University of Turin (Dec 2022)
- Occupational Health & Safety Training (2021)

VOLUNTEERING

ANIMATOR & COORDINATOR OF ANIMATORS

Parrocchia S. Rita

JUN 2015 – JUL 2020

- Coordinated and managed activities for children of different age groups
- Supervised and organized a team of animators
- Assisted and oversaw outings and group movements

VOLUNTEER IN WAREHOUSE & RESOURCE MANAGEMENT

SERMIG – Arsenale della Pace

SEP 2016 – JUN 2017

- Weekly support in warehouse logistics and resource management
- Organized and distributed food products for families in need