

SERENA MADDALENA

PROFILE

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ABOUT ME

Postgraduate Marketing student, living in London, after a gap year spent working in customer service in the insurtech industry. From this experience, I have learned that successful companies share the distinctive trait of being able to anticipate their customers' needs rather than merely reacting to changes.

As a marketer, I believe that my ability to listen and observe can be an important contribution to any customer-centric organization. I am curious and always eager to learn new things - I am currently in the process of coding my own website from scratch. Recently I have completed Google's Digital Garage - Fundamentals in Digital Marketing Program, enhancing my knowledge on Social Media Marketing, Digital Marketing, SEO and SEM.

I am now looking for a chance to put my skills into practice through an internship starting from Summer 2019

EDUCATION

2018- Sept 2019 **MSc International Marketing**

King's College London, Business School
Focus on key international marketing issues, with electives such as Marketing Analytics, Digital Marketing and Consumer Behaviour
Member of MAPS- Marketing, Advertising and PR Society
Participated in Viral 2.0 Digital Marketing Hackathon - Google Ads and Facebook Ads Workshop

2013 - 2016 **BA Foreign Languages with Management**

Università Cattolica del Sacro Cuore in Milan, Italy
Interdisciplinary program with Majors in English and German and Minors in Corporate Law, Business Communication, Management and Marketing.
1st Class Honours

EXPERIENCE

06/17 - 09/18 **Sales & Customer Success Representative**

CoverGenius Ltd, Australian Insurtech Start-up based in London
Handling customer enquiries in EN, IT, DE and FR and first-level escalation from junior teammates. Responsible for the management of disputes and charge-backs across Stripe and Braintree accounts.
- Improved my communication skills through daily interaction with customers, and managing and replying to reviews across social media and Trustpilot
- Developed leadership skills by taking over my supervisor's duties when absent and being a reference point, as senior agent, to my team
- Created and implemented a fortnightly internal newsletter to share updates on procedures and refresh knowledge on useful topics

05/16 - 11/16 **Executive Office Intern**

Consulate General of the USA in Milan, Italy
Assisting the Consul General of the USA with daily activities, organisation of institutional events and diplomatic correspondence
- Developed strong organisational skills by managing a complex schedule of events and meetings
- Improved my time-management skills by doing a full-time internship while completing by BA and writing my final dissertation

SKILLS

Soft Skills

Leadership	<div><div></div></div>
Problem-solving	<div><div></div></div>
Time management	<div><div></div></div>
Teamwork	<div><div></div></div>

Marketing

International Marketing	<div><div></div></div>
Marketing Research	<div><div></div></div>
Marketing Analytics	<div><div></div></div>
Consumer Behaviour	<div><div></div></div>

Languages

English	<div><div></div></div>
Italian	<div><div></div></div>
French	<div><div></div></div>
German	<div><div></div></div>

IT

OS X	<div><div></div></div>
MS Office	<div><div></div></div>
HTML, CSS & Javascript	<div><div></div></div>
SPSS for Data Analysis	<div><div></div></div>