



Serena Maddalena

POSTGRAD MARKETING STUDENT

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PROFESSIONAL PROFILE

A postgraduate Marketing student graduating in September 2019, with work experience both in client facing and in back-office roles and in content creation for internal communications.

On track for a 2:1, I am ambitious, dedicated and proactive and constantly looking for new opportunities to learn.

SKILLS

Verbal/Written communication
Problem solving
Proactivity

MS Office and G-Suite
Mac OS X

Google Analytics
Digital Marketing

Italian	Native
English	C2
French	B1
German	B1

EDUCATION

MSc INTERNATIONAL MARKETING
King's College London

2018-2019

Core modules: Marketing Research, Marketing Analytics, Consumer Behaviour, Digital Marketing
Member of MAPS – Marketing, Advertising and PR Society
Completed Google Fundamentals of Digital Marketing Certification

BA LANGUAGES WITH MANAGEMENT
Università Cattolica di Milano | Italy

2013-2017

Core modules: English, German, Marketing and Brand Management
Achieved 1st Class Honours

PROFESSIONAL EXPERIENCE

OMNICHANNEL INTERN
Jimmy Choo HQ | London

06/2019 – 09/2019

Sitting between the online and retail teams to provide a seamless integrated customer experience

- **Content creation:** supporting the client experience team with product training communications, creating training material and producing the weekly internal newsletter
- **Competitor analysis:** analysis and benchmarking of competitors to support decision making

CUSTOMER SERVICE REPRESENTATIVE
Cover Genius Ltd | London

06/2017 – 09/2018

Responsible for the Italian, French, German and Suisse Markets

- **Client Support:** handling customer queries via email, phone and live chat
- **Content creation:** creation and distribution of internal communications material and weekly newsletter
- **Social Media Management:** management of customer reviews on social media (Facebook and Twitter) and Trustpilot

EXECUTIVE OFFICE INTERN
Consulate General of the USA | Milan, Italy

05/2016 – 11/2016

- **Office management:** assisting the Consul General of the USA with the organisation of institutional events.
- **Content Creation:** created a weekly internal newsletter with updates on Events and Politics