





SERENA MADDALENA

INTERNATIONAL MARKETING POSTGRAD STUDENT

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IT SKILLS

MS OFFICE

OS X

HTML & CSS

CANVA

SLACK

LANGUAGES

ENGLISH

ITALIAN

GERMAN

FRENCH

CERTIFICATES

THE FUNDAMENTALS OF
DIGITAL MARKETING

Google Digital Garage
March 2019

DIGITAL SKILLS: DIGITAL
MARKETING
Accenture
March 2019

PROFESSIONAL PROFILE

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.

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 June 2019.

EDUCATION

MSc International Marketing – King's College London

09/2018 – 09/2019

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
- On track for a 2:1

BA Management with English and German – Università Cattolica del Sacro Cuore, Milan

10/2013 – 04/2017

Interdisciplinary program with modules in English and German, Corporate Law, Business Communication, Management and Marketing

- 1st Class Honours

EXPERIENCE

SALES AND CUSTOMER SUCCESS REPRESENTATIVE

Cover Genius Ltd, fintech startup founded in Australia | London | 06/17 – 09/18

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 help maintain consistent levels of customer service as the company grows
- Demonstrated flexibility and ability to adapt by working in a fast-growing fintech start-up

EXECUTIVE OFFICE INTERN

Consulate General of the USA | Milan, Italy | 05/16 – 11/16

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