

## **Ettore Liotta** - Born in Siena 28/08/2003 - Living in Bari, Italy

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Portfolio:

### **Education**

LUM – Libera Università Mediterranea “Jean Monnet”

Casamassima, Bari

*Bachelor's Degree in Business Administration*

09/2023 – 07/2026

- Participating with a team in the "Make It A Case" competition, successfully analyzing and solving real business challenges;

Westfälische Hochschule  
Erasmus+

Gelsenkirchen, Germany  
09/2025 - 02/2026

Liceo Scientifico “Gaetano Salvemini”

Bari, Italy

*Scientific Cambridge/Communication Curriculum*

09/2017 – 07/2022

- Engaged in theater courses, content creation (advertising, photography, video editing), and participated in the Associazione Diplomatici program.

### **Experience**

*FlyBag*

Bari, Italy

*Co-founder & UX/UI Designer*

12/2024 - Present

Creation of a service to enhance the shopping experience for tourists

Ernst & Young (EY)

Bari, Italy

*Campus Ambassador*

10/2024 – Present

- Act as a liaison between EY and the university, promoting events and opportunities to students;
- With the aim to organize on-campus networking activities to increase engagement and awareness of EY programs.

Impact Hub Bari

Fiera del Levante, Bari

*Community Host*

08/2024 – 11/2024

- Welcomed guests and managed co-working space operations, ensuring a professional environment;
- Organized and facilitated networking activities to strengthen the local entrepreneurial community.

### **Skills & Interests**

Technical: Figma, Microsoft Office Suite, Basic Python (CS50x Certification), Video Editing Tools.

Languages: Italian (Native), English (Fluent – IELTS 6.5).

Soft Skills: Problem-Solving, Effective Communication, Creativity, Time Management, Critical Thinking.

Interests: Data analytics and business intelligence, Entrepreneurship and innovation, Continuous learning and self-improvement, Creative projects including photography and video editing, Sports and physical activities.