

# ROBERTA INTROINI



## WORK EXPERIENCE

### Social Media & Content Strategist at Stian Group srl

01/2023 - 03/2023

I define the digital strategy of multiple clients operating in different sectors to be applied on social media channels such as Instagram, Facebook, TikTok. I take care of the content creation of newsletters and web pages and I am responsible for the creation and analysis of advertising campaigns on Meta and Google Adwords.

### Social Media and Community at Scalapay srl

02/2022 - 01/2023

I created the digital strategy to increase the Italian, Spanish and Portuguese brand awareness, engagement and community through the operational management of the company's official social accounts such as Instagram, Facebook, LinkedIn and TikTok. I then contributed, through market research, to the creation of editorial plans, newsletters and social media content and periodic analysis and reports.

### Marketing and Communication intern at Lamberti Spa

06/2021 - 02/2022

I collaborated in the realization of the campaign of corporate communication (creating brochures, presentations, gadgets fairs etc.), in the management of social channels and in the organization of the internal training

### Commercial and Communication intern at Nutrilinea srl

09/2019 - 11/2019

I contributed to the organization of the CPhi Milano 2020 fair, created presentations regarding the products of the company and processed financial offers based on client requests

## ABOUT ME

I am a young worker who, after earning a master's degree in marketing, started working in the Digital Marketing area. Currently my job focuses on managing the social profiles and adv of restaurants and spas and creating campaigns, which allows me to focus on different areas and expand my knowledge.

Marketing is my true aspiration and I would like to work in the branding or social media sectors to be able to devise new marketing projects in both a strategic and operational sense.

I am a curious, creative, proactive person with excellent problem solving skills.

## SKILLS

- Analytics
- Collaboration and team work
- Communication and copywriting
- Community engagement
- Problem solving

## INFORMATION TECHNOLOGY

- Meta Business Suite, Google Ads
- Sendgrid, Sublime Text, Figma
- Operating system (ex: Windows or iOS)
- Microsoft Office programs, R software
- HTML and CSS code

## HOBBIES



## EDUCATION

### Carlo Cattaneo - LIUC University

Castellanza, Italy

09/2019 - 04/2022

Master degree in **Marketing - 110/110**

Dissertation: "How framing of promoting partner and impact of partnership influence consumer response to Cause-Related Marketing"

### Carlo Cattaneo - LIUC University

Castellanza, Italy

09/2016 - 04/2020

Bachelor degree in **Business Economics - Communication, Marketing and New media**

Dissertation: "The Italian Red Cross case: how to apply the levels of socialing to the third sector"

### A. Avogadro University

Novara, Italy

09/2015 - 06/2016

Pharmacy degree program

### Liceo scientifico Leonardo Da Vinci

Gallarate, Italy

09/2010 - 06/2015

High school diploma in scientific studies

## ERASMUS PROGRAM

### IESEG School of Management

Lille, France

09/2020 - 12/2021

Double Degree Program - Master in Digital Marketing

Dissertation: "How framing of promoting partner and impact of partnership influence consumer response to Cause-Related Marketing" defended on 22th June 2021 and **evaluated 16,5/20**

### Toulouse Business School

Toulouse, France

09/2018 - 12/2019

Erasmus program - Bachelor in **Economics and Finance**

## LANGUAGES

- **Italian:** mother tongue
- **English:** advanced level
- **French:** pre-intermediate level

## ACTIVITIES & INTEREST

- **Italian Red Cross** First aid volunteer
- Blood donor at **Avis Milano**
- Member of **LeoClub Gallarate**
- Marrow donor at **ADMO Varese**