



FEDERICA IAMONI



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INFORMATIONS

Date of birth: 11/12/1996

Mobile number: +39 3487277387

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Living just a little outside of Milan

With own car

THIS IS ME

Born and raised in the countryside, I love animals, especially cats. I have always had a thing for fashion, in particular for designer bags. I am a TV series lover, binge watching years before Netflix. I am an enthusiast traveller, always eager to discover new places

LANGUAGE SKILLS

Italian: Mother tongue

English: Fluent, C1 level. Four university courses attended in English
One month spent learning the language in Cambridge UK

Spanish: Intermediate knowledge, university exam (level B1)

IT SKILLS

Microsoft Suite: knowledge of Excel, PowerPoint, Word, Outlook, Publisher

Adobe Photoshop: Good knowledge

Canva: Excellent knowledge

WordPress: Good knowledge

WORK EXPERIENCE

Carrefour S.A.

January 2023 - present: **Local commercial dynamics specialist**

Main activities: Consultant for sales and promotions activities for stores in trouble, Area store chief coordinator, express channel supervisor

June - December 2022: **Commercial plan & marketing specialist**

Main activities: Competition monitoring, Sales and promotions developer, flyer creation supervisor, Digital ads coordinator

Pasticceria Besuschio S.r.l. - Social Media Manager

October 2020 - Present

Main activities: Content creator and manager of Instagram, TikTok, Facebook, website and e-commerce. Social Media Advertising, Brochure editor

Achievements

- Best Digital Communication award for Pastry, Gambero Rosso 2021

Festo CTE S.r.l. - Marketing & communication assistant

June 2021– March 2022

Main activities: Facebook and LinkedIn posts, Flyer creation for events, Content supervisor of the company website, brochure, catalog and newsletters

EDUCATION

MSc in Management for business - 110 cum laude

Università Cattolica del Sacro Cuore (Milano) -- From 2018 to 2020

BSc in Economics for business - 105/100

Università Cattolica del Sacro Cuore (Milano) -- From 2015 to 2018

Scientific High School Diploma

Collegio San Carlo (Milano) -- From 2010 to 2015

OTHER COURSES

Project Manager course at Festo CTE s.r.l.

10 days professional course on project management -- March 2022

Online courses:

- Digital marketing academy certification in Social media marketing (Udemy)
- Udemy certification in Instagram marketing