



LOREDANA FERRARA

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EXPERIENCE

2021

DIGITAL MARKETING SPECIALIST

Mantovani | S. Giovanni sull'Arno, AR | jul 2021 - present

- Development & Management of communication strategies
- Planning & Management of social media content
- Support in the organization of Events and Projects
- Analysis and reporting of activities

2020/21

DIGITAL MARKETING SPECIALIST

Confezioni Orfatti | Limite sull'Arno, FI | sep 2020 - present | intership

- Development & Management of communication strategies
- Planning & Management of Social Media Content
- Checking and updating the website
- Intermediary between owner and communication agency

2019/20

DIGITAL MARKETING ASSISTANT

The Fab Agency | Firenze | oct 2019 - mar 2020 | stage

- Planning & Management of Social Media Content
- Management of influencer marketing activities
- Analysis and reporting of current activities

2018

ASSISTANT PROJECT MANAGER

Ciclica.cc | Firenze | lugl 2018 - sett 2018 | stage

- Coworking with Creative Department team
- Project development and supervision: n.3 projects

2017

MARKETING & COMMUNICATION SUPERVISOR

Pizzeria San Jacopino | Firenze | sep 2017 - present

- Planning & Management of Social Media Content
- Website development and management
- Digital marketing strategy - development and management

EDUCATION

2020

POLIMODA

Business of Fashion

Retail Business & Buying
Fashion Marketing & Communication
Graphic Design & Web Marketing

2017

LONDON COLLEGE COMMUN.

Digital Marketing Strategy

Foundations of Analytics
Social Media Advertising
Website Marketing

CERTIFICATIONS

2021

COURSERA X FACEBOOK

Introduction to Social Media Marketing

Certification ID: T9RRPEEEFH3N

2019

THE OPEN UNIVERSITY

IAB Digital Marketing and Media Foundation

Certification ID: N7A MDJ TPM

PROJECTS

2020

STARTUP GEEKS

Selected for the 4th edition of
the Startup Builder

a.y. 18/19

COSTA CROCIERE

Realization of a new concept
for the merchandising product line

a.y. 17/18



LINEA PELLE NEW YORK

Creation and development of a booklet
about the main trends of the fair

SKILLS

- organizational
- teamwork
- decision-making
- problem solving
- time management

TOOLS

- Ps ● ● ● ● ●
- Id ● ● ● ● ●
- Ai ● ● ● ● ●
- Office ● ● ● ● ●

LANGUAGES

- Italian | Native
- English | Professional working proficiency
- Portuguese | Limited working proficiency

RECOMMENDATIONS

[in](#) /loredanaferrara

Autorizzo il trattamento dei miei dati personali, ai sensi del D.lgs. 196 del 30 giugno 2003