



SILVIA MARANGON

SOCIAL MEDIA &
DIGITAL COMMUNICATION

Dob: IO-0I-I989

Actually based in Turin

PROFILE

DIGITAL SPECIALIST WITH A VINTAGE SOUL

I have a solid experience in developing and managing digital content and effective communication strategies to improve organization's online presence.

EXPERIENCE

SOCIAL MEDIA MANAGER

BOTTEGA VERDE | MAY 2021 - TODAY

SOCIAL MEDIA SPECIALIST

MIROGLIO FASHION | NOV 2016 - TODAY

- Social media management of brands MOTIVI, OLTRE, FIORELLA RUBINO, ELENA MIRÒ, CARACTÈRE
- Management of social media accounts and creation of daily postings
- Weekly editorial plan and creation of contents
- Copywriting with different tones of voice
- Community management
- Daily brief with creative agencies
- Creation of strategies with e-commerce and marketing team
- ADV campaigns
- Competitor analysis
- Planning and active participation in promotion events

MARKETING & COMMUNICATION ASSISTANT

WIQFOOD | MAY 2015 - NOV 2016

- E-commerce management of luxury food products
- Management of social media accounts
- Press office
- Management of communication between producers and buyers
- Blog and website daily updating

MARKETING & COMMUNICATION ASSISTANT

ELIANA MONTI | OCT 2014 - MAR 2015

- Data analysis of Mediaset campaigns
- Training and management of telemarketing team

MARKETING AND PRODUCTION INTERNSHIP

ROBE DI KAPPA | 2013 - 2014

- Suppliers relationship management
- Orders analysis
- Reports

MARKETING AND COMMUNICATION INTERNSHIP

PONY ZERO EMISSIONI | 2013

EDUCATION

MARKETING AND COMMUNICATION PROFESSIONAL MASTER

IED | SEP 2013 - JUL 2014
94/100

BACHELOR'S DEGREE IN COMMUNICATIONS

UNIVERSITY OF PADUA | 2008 - 2013
104/110

CLASSICAL STUDIES DEGREE

LICEO C.MARCHESI, PADOVA | 2003 - 2008
74/100

PROFESSIONAL SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web Content
- Corporate blogging
- Project management
- Layout design
- Photo editing

PERSONAL SKILLS

- Creative spirit
- Reliable and professional
- Organized
- Time management
- Team player
- Fast learned
- Passionate
- Motivated

LANGUAGES

- Italian - native
- English - fluent
- French - intermediate

PASSIONS

- Vintage lover
- Music addicted
- Travel enthusiast

Contacts:

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