

## PERSONAL INFORMATION

**Alessia Scacchi**

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## WORK EXPERIENCE

03/2019–09/2019

**Marketing & Communication Intern**

Eikon Strategic Consulting, Rome (Italy)

- Visual design and content creation
- Social media management and email marketing
- Digital marketing analysis and reporting

Main clients: AbbVie, IBSA Farmaceutici Italia, Groupama Assicurazioni, Gruppo Hera.

03/2018–02/2019

**Content Creator**

ItchySilk

Writer for the photography section "Into the Darkroom"

06/2018–11/2018

**Event manager assistant**

Rome (Italy)

"Food, Wine and Co. - The Italian Food Experience" in Cinecittà Studios

- Press officer (press releases and contacts with journalists and media)
- Event planner
- Graphic designer for social media

09/2017–03/2018

**Marketing & Communication Intern**

Afs Interkultur, Copenhagen (Denmark)

- Communication campaigns
- Editorial planning and social media
- Copywriting
- UX researches and interviews

Project under European Voluntary Service - part of the European Union's Erasmus+ programme

## EDUCATION AND TRAINING

04/11/2019–13/12/2019

**UX Design**

Experis Academy

Final project: design of an app for bikers' meeting

- Design Thinking
- UX research
- User-centered design
- Wireframing and prototyping
- Empathic and analytical mind-set

- Agile methodology

03/2018–10/2019 **Master in Economics Communication and Media Management**

Tor Vergata University, Rome (Italy)

Thesis: "ParoleFertili: the value of an online community"

- Analysis and marketing strategy in the media sector
- Economics and regulation of communications and media
- Marketing, communication and organization
- Production technologies and processes
- Industrial and distribution strategies and structures
- Economic analysis for decisions and project evaluation
- Media publishing: advertising and promotion, tv and radio, the press, cinema, web, sport and entertainment, live performances, live communication and events

09/2013–04/2016 **Master’s Degree in Photography of Cultural Heritage**

ISIA, Urbino (Italy)

Thesis: "Semiotics of Fashion Photography"

- Analogue and digital photography
- Digital image processing
- Printing techniques and color profiles
- Semiotic analysis of the image
- Editorial and digital project management

10/2009–05/2013 **Bachelor’s Degree in Editorial Graphics**

Academy of Fine Arts, Rome (Italy)

- Visual content creation - video and images
- Graphic design creativity
- Web design
- Editorial project management
- Communication campaigns

2004–2009 **Classical studies**

High School B. Russell, Rome (Italy)

PERSONAL SKILLS

Mother tongue(s) Italian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	B2	B2	B2
Danish	A2	B1	A2	A2	A2
Russian	A1	A2	A2	A2	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
 Common European Framework of Reference for Languages

- Communication skills**
- Excellent problem-solving skills acquired in work experiences with public
  - Social media communication skills acquired in trainee experience in Digital Agency
  - Strong listening attitude
  - Strong team-building attitude
  - Positive attitude

- Organisational / managerial skills**
- Excellent analytics and reporting skills acquired in marketing studies
  - Good organizational skills and knowledge of planning tools
  - Ability to lead a team acquired in working experiences as staff manager
  - Agile methodology

**Digital skills**

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Independent user	Independent user

Digital skills - Self-assessment grid

- Microsoft Office - Excellent knowledge of Microsoft PowerPoint, Microsoft Word and Microsoft Excel
- Adobe Systems - Excellent knowledge of Photoshop, InDesign and Premiere Pro; Good knowledge of Illustrator, After Effects, Flash, Adobe XD, Adobe AEM
- UX/UI design (user-centered design, wireframes, testing, Figma/Sketch)
- Knowledge of the main CMS, such as Wordpress/Shopify - web site creation: installation, database management, graphic and content management, privacy settings
- Email Marketing - MailUp/Mailchimp
- Google Analytics - data analysis and reports
- Social Media: publishing tools, adv, and marketing campaigns
- Planning tools, such as Basecamp, Asana, Trello, Slack

**Driving licence** B