

Elena Pezzolla

Feltre (BL) Italy

23/04/1988



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MAIN SKILLS – Digital & Marketing

Analysis & Strategy



CMS (WordPress)



Copywriting



Content Editing



HTML/PHP



Research



LANGUAGE SKILLS

Italian (Native)

English (Level C2*)

French (Level C1*)

German (Level B2*)

* International Standard Levels



WORK EXPERIENCES

Single projects

Digital Marketer, 2012 - Now

Responsibilities:

- Analysis and creation of Marketing strategies
- Website Creation and/or management through the use of CMS like WordPress
- Copywriting
- Content Marketing
- Email Marketing
- Language Localization of digital contents in Italian, French and German
- Social Media Marketing

[For more details please visit my portfolio](#)

YMP Youth Mentoring Partnership – Exton, Pennsylvania (USA)

Single project managed totally remotely— November –December 2018

Responsibilities:

- Analysis of online presence
- Social Media Audit (Facebook, Instagram, Twitter e YouTube)
- Social Media Plan and Strategy creation
- Digital Marketing Tips

Tecnobody srl – Bergamo (Italy)

Digital Marketing Manager— April 2016 - April 2018

Responsibilities:

- Management, maintenance and updating of the company website.
- Social Media Management: Facebook, LinkedIn and Instagram (with a Facebook campaign I contributed to the conversion and therefore the sale of a product worth tens of thousands of Euros)
- Creation of multimedia and non-multimedia contents, in Italian and in foreign languages, to be used in digital communication.
- Newsletter creation
- Facebook advertising campaigns management

Municipality of Belluno – Culture, Art and Events Department (Italy)

Intern— July 2015 – January 2016

Responsibilities:

- Collaboration in the management and updating of thematic websites (“Oltre Le Vette” and the one dedicated to the associations for example)
- Creation and development of the newsletter of cultural events

In addition to the main task focused on programming, organizing and promoting different types of events.

G One Viaggi- Belluno (Italy)

Group Travels Office and Administration – Intern — July - August 2013

Responsibilities:

Beside collaborating in the creation and organization of group travel I have done:

- Marketing activities (digital, web and social media)
- Collaboration in the website updating

Palladio Group Management – Pezzolla KG , Lienz (Austria)

[Import/Export Specialist —2010 - 2011](#)

Responsibilities:

- In parallel with the import-export activities, for passion I helped in marketing activities

Pan Opera Group, Zurich (Switzerland)

[Import-Export Office Assistant—2008 - 2010](#)

Responsibilities:

I fall in love with the digital world and the web, so in addition to the daily secretarial activities, driven by curiosity, I offer to

- Collaborate in the construction and updating and optimization of the website



EDUCATION & CERTIFICATIONS

BACHELOR'S DEGREE

[Università Ca Foscari - Venezia — 2016](#)

Degree in Foreign Languages and International Relations & Law

HIGH SCHOOL DIPLOMA

[Istituto Magistrale G. Renier, Belluno — 2008](#)

Language High School Diploma

CERTIFICATIONS

[Various— 2013 – Now](#)

- AdWords Fundamentals - Google Academy for Ads
- Google Digital Garage, Online Marketing Fundamentals – Google
- Writing for web & mobile – Gymnasium
- Manager of Mountain Tourism - Social European Fund Course



Other informations (Driving Licence, Interests etc.)

Car Driving License (type B in Italy) I'm an ex alpine ski athlete, I'm really into the Web and Digital world and I madly love photography.