



Giacomo Melegari

07/05/1997
PARMA

PROFILE

I'm 24 years old and I'm passionate about marketing and communication. I advise clients and I help companies in order to create strategies for their future. I'm looking forward to creating meaningful ideas.

CONTACTS

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COMPETENCES

- IELTS Certification level 6.0, (B2).
- Relational skill.
- Development of company presentations and commercial proposals.
- Development of new editorial formats.

WORK EXPERIENCES

Digital Strategist/ Content Specialist

Figmenta 2020-2021, Milano

- Creation of editorial plans for social media: Instagram, Facebook and LinkedIn
- development of commercial proposals and pitch of new strategies to clients
- Managing of internal communication

Account/ Customer Success Manager

Mirai Bay 2018 - 2019, Milano

- development of commercial proposals and pitch of new strategies to clients
- Relationship with clients

ACCADEMIC PROFILE

Università degli Studi di Parma 2018-2021

Economia e Management, Marketing

Graduated in economics in the market field of marketing.

Scuola Holden, Torino 2016-2018

Storytelling & Performing Arts

Storytelling strategies for tv, digital platforms and corporate communication.

I developed projects proposed from several companies and networks such as Juventus Tv, History Channel, Sky Arte and Rai 3.

Liceo classico Maria Luigia 2011-2016

Humanistic studies.

PROFESSIONAL COURSES

Upa-Obe Osservatorio Branded Entertainment 2020-2021

Master in the field of communication and marketing in order to be able to create effective Branded Content & Entertainment projects. During the master I did a Project work with L'Oréal