



Piera Cattaneo
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Linguist, marketer and digital geek. As a working student and active citizen, I gained various experiences abroad. Currently leading MarComm initiatives at Nielsen Italy.
 Strengths: empathy, enterprising spirit, flexibility and sense of responsibility, developed in 8 amazing years of volunteering and civic planning.

RELEVANT EXPERIENCES¹

Marketing and Communications lead, Italy, *The Nielsen Company*, Milan, since June 2018
 Content marketing, PR, media relations, employee & client engagement, branding, support to sales activities.
Marketing and Communications specialist, *The Nielsen Company*, Milan, November 2017 – June 2018
Marketing and Communications intern, *The Nielsen Company*, Milan, January – November 2017

Data management intern, *Hala Contec GmbH*, Stuttgart, Germany, July – August 2016
 Paid internship: database development of customer, product and order history in preparation for a company split. → I improved my organizational and interpersonal skills, overcoming tricky and multi-ethnic situations.

Press officer & social media analyst, *Twister communications group*, Milano, February 2015 – August 2015
 Paid internship: press reviews & releases and translations IT⇔EN⇔DE, investment banking; live tweeting and social listening for Italian Pavilion at Expo 2015 Milan; Ppt projects and case studies, FMCG. → I explored the world of corporate communications, learning how to convert ideas into proposals and operational plans.

Chief Communications Officer, *FutureDem*, April 2013 – December 2014
 Pro bono collaboration: press office and national social media management; monitoring of 30 social media editors. → I learned how to organize events and to coordinate the activities of various groups throughout Italy. I contributed to the development of the association's identity with internal auditing and branding activities.

Marketing intern, *Lambie-Nairn*, Munich, Germany, February 2012
 Paid internship: market research, textile, organic food and pharmaceutical sector; interviews in German; basics of design. → I fell in love with the German language and with the world of marketing and branding.

EDUCATION

IULM University • MSc in **Digital Marketing Management**, 110/110 cum laude, July 2017
 Merit-based scholarship achieved in July 2016.

University of Milan • BA in **Foreign Languages and Literatures**, 105/110, July 2015

Universität Heidelberg • *German language and linguistics*, B2, Baden-Württemberg, August 2014

UNICEF • *University Multidisciplinary Lectures on Development*, Milan, 2012 –2014

Italian Red Cross • *First aid and ambulance ward* (2011-2012); *Emergency Management* (2012); *Sexual Health and STDs prevention* (2012); *Int'l Humanitarian Law* (2013); *Migrations and int'l cooperation* (2014)

LANGUAGES

IT: mother tongue
EN: written C1 / spoken C1
DE: written C1 – spoken C1

ICT

MSO: Word, PowerPoint, Excel
Adobe CC: Illustrator, InDesign
IBM SPSS; **Salesforce** Marketing Cloud

¹ References are available upon request. All the details are listed on LinkedIn.