

ROBERTA MAZZONE



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PROFILE

Eclectic, curious, proactive and committed. I'm capable of adapting to diverse cultures, have flexible mind and great teamwork abilities. Use my inborn passion for languages and cultures together with my analytical reasoning to perform B2B communication and marketing strategies. Developed capacity to manage multiple projects and activities on strict timelines.

EDUCATION

UPA Academy

Milano, January 2019 – July 2019

Master in Integrated Marketing Communication: *Strategie di Comunicazione Integrata al tempo del Digitale.*

Lancaster University Management School

Lancaster, October 2014 – June 2017

Bachelor of Science in Marketing, (2:1 Honours)

Liceo Scientifico Galileo Galilei

Catania, September 2009 – June 2014

Diploma Esame di Stato 88 / 100

EXPERIENCE

Junior Marketing Manager at S2M-group

Barcelona, January 2018 – Present

- Complex B2B Sales for Software and IT vendors
- In charge of the planning, execution and reporting of marketing activities.
- Responsible for demand generation and lead management, both through outbound and inbound.
- Proactively enhancing the marketing department by implementing standard procedures and providing innovative solutions to challenges.
- Side projects: Website management, content development and partner strategies.

Market Research Analyst and Consultant at Columbia Sportswear

Lancaster, November 2016 – April 2017

- Measured Columbia Sportswear brand's performance across the UK, through focus groups and in-depth interviews; created an online questionnaire, contacted more than 200 mountaineering clubs and conducted mystery shopping.
- Used SPSS to analyse quantitative data in combination to Qualtrics and ComScore to analyse the online performance of the brand.
- Coordinated group activities working closely with five international students where a great degree of cultural understanding, adaptability and patience was required; organised meetings and encouraged opinion sharing.
- Overcame obstacles with innovative approaches to achieve the pre-set goals of the project.

Co-founder and Social Media Manager at Latin American Society

Lancaster, July 2016 – July 2017

- Planned events aimed at the promotion of the Latin American Culture.
- Managed the communication strategy and promotion of the society across offline and online media. Taking part in fairs and larger-scale events to boost awareness, achieved 80 new memberships in one day.
- Planned and coordinated weekly meetings with the executives, prepared agendas and report..

Research Assistant at Intersperience

Lancaster, October 2015 – June 2016

- Delivered exceptional customer service for French and Italian markets.
- Always met monthly goals.
- Improved in communications, interpersonal skills, time management, planning and negotiation abilities.

VOLUNTEERING

Project & Event Management for CancerCare at LUMS Career

Lancaster, April 2016 – June 2016

- Organized a cinema day on campus to raise funding and awareness for CancerCare.
- Faced various obstacles for the implementation of the initial idea, but flexed standards, adapted to circumstances and managed to raise BP 200.

Nursery Assistant at Trumacan Nursery School

Lancaster, January 2016 – April 2016

- Supported nurses in performing specifically designed activities, tailored to each kid's development path for their physical and mental abilities.

PROFESSIONAL & PERSONAL SKILLS

Lead Management, Problem Solving, Market Research, Event Management, Communication, Team Work, Time Management, Planning & Execution, Customer Focus, Working under pressure.

LANGUAGES

Italian, mother language. Have an excellent level of **English**, intermediate level of **Spanish** and basic level of **French**. Currently studying towards the achievement of minimum a B2 level across all languages.