



Francesca Torti

Home :

ABOUT MYSELF

Determination, optimism, and a collaborative spirit are my strengths. I enjoy helping others and being useful in any circumstance. I am always eager to participate in new experiences, constantly seeking the positive side and never losing sight of the goal. I am drawn to challenging situations because they give me the opportunity, regardless of the outcome, to challenge myself and give my best.

EDUCATION AND TRAINING

[23/11/2023 – Current]

PhD student

Faculty of Communication Sciences and Social Research, Sapienza University
https://phd.uniroma1.it/web/DOTTORANDI-COMUNICAZIONE,-RICERCA-SOCIALE-E-MARKETING_n13562_IT.aspx

City: Rome | **Country:** Italy |

[10/2020 – 01/2023]

Master's Degree in Business Management, Marketing Curriculum

Faculty of Economics, Sapienza University of Rome.

City: Rome | **Country:** Italy | | **Final grade:** 110/110 with honors. | **Thesis:** "The Role of Tone of Voice in the Human-to-Human Market." (Digital Marketing)

[09/2016 – 10/2020]

Bachelor's Degree in Business Economics, Business Management Curriculum

Faculty of Economics, Sapienza University of Rome.

City: Rome | **Country:** Italy | | **Thesis:** "The Mismanaged Marketing of Italian Cultural Heritage."

PUBLICATIONS

[2024]

"Brand anthropomorphization on social media: The role of human tone of voice".

Social media has become an essential communication context for brands, enabling social consumer-brand interactions and prompting the consumer tendency to anthropomorphize brands by bridging the psychological distance. The human tone of voice (HTV) could be crucial in brand anthropomorphization strategies in this environment. The study aims to explore how HTV can lead to brand anthropomorphism, deepening the complex mix of the HTV components and highlighting the main challenges for brands in their anthropomorphization strategies through HTV on Facebook and Instagram. By adopting a qualitative exploratory approach, the Authors identified a twofold role played by HTV (i.e., positioning and relational tool), four HTV components, and four main communication challenges for brands.

This study contributes to the branding literature by exploring HTV as a managerial tool to anthropomorphize brands from a marketers' perspective, simultaneously considering two of the most popular social platforms in the world that still need to be deeply studied. Finally, the results provide valuable guidelines for managers engaged in anthropomorphization strategies on social media.

Keywords: Brand anthropomorphization · social media · human tone of voice (HTV) · in-depth interviews · thematic content analysis

Ceccotti, F., Vernuccio, M., Torti, F. (2024). "Brand anthropomorphization on social media: The role of human tone of voice". Advances in digital marketing and ecommerce. Fifth international conference, 2024.

WORK EXPERIENCE

[09/2023 – Current]

Communication manager

Master's in Marketing Management (MUMM), Sapienza University

City: Rome | **Country:** Italy

- Support in the management and development of the Master's communication editorial plan on social media platforms;
- Management of content and publications on Facebook and LinkedIn;
- Management of the Master's website.

[02/2023 – 07/2023]

Classroom tutor

Master's in Marketing Management (MUMM), Sapienza University

City: Rome | **Country:** Italy

- Support in the preparation of the academic calendar;
- Assistance with communications to academic and corporate faculty, both internal and external;
- Assistance to academic and corporate faculty, both internal and external, during teaching activities;
- Sharing of educational materials with students;
- Collaboration with the various departments of the Faculty;
- Monitoring class progress;
- Logistical support for lessons;
- Organization of work groups;
- Mediator between the Faculty and the students;
- Support in the management and development of the Master's communication editorial plan on social media platforms;
- Management of the Master's website.

LANGUAGE SKILLS

Mother tongue(s): Italian

Other language(s):

English

LISTENING B2 READING B2 WRITING B1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

COMMUNICATION AND INTERPERSONAL SKILLS

Motivation for learning; individual and professional growth; problem-solving skills; teamwork; stress management and self-organization skills; public speaking; proactiveness in facing new challenges; attention to detail; time management; networking skills.

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DIGITAL SKILLS

My Digital Skills

Editing Photo / Video | Social media/ Social network | Meta Business | Content editing tools (Canva; Adobe Premiere Pro) | Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access | WordPress and Wix | Rstudio (intermediate) | Office Automation suites (Microsoft Office, Libre Office, Open Office)