

PERSONAL INFORMATION

Martina Marratzu

JOB APPLIED FOR
POSITION
PREFERRED JOB
STUDIES APPLIED FOR
PERSONAL STATEMENT

Social media manager, Content creator, Institutional Communication
Project manager

WORK EXPERIENCE

From 06/2021

[Add separate entries for each experience. Start from the most recent.]

Social Media Manager, Content creator, Communication specialist

Fondazione Giacomo Brodolini Srl (Via Goito n. 39 00185 Roma IT – www.fondazionebrodolini.it)

- Social Media Manager, Content creator, Communication team
- Oversee company Twitter and LinkedIn accounts; Monitor comments and activity; Write scripts for social media; Ensure company brand and message are maintained in all communications
- Coordinated wide range of communication projects:
- inGenere: social media manager and content creator
- EURES Targeted Mobility Scheme: social media manager, partner's account, content creator
- SEED: social media manager and content creator
- NGY: Desk analysis and communication strategy

From 03/2021 **Freelance: Event & Digital project manager, content creator, SMM**

- Scrittrici come Ossigeno: project manager and executive producer
- Scrittrici fuori programma: project manager e executive producer
- Lettera Futura (I – II - III edition): social media manager, design and creation of an editorial plan .
- Eccentriche (I – II - III edition): Event manager, project manager, logo and brand identity development. Concept and implementation of the website (www.eccentriche.it), content development. Event: 2/3 October 2021. Next event: 1/2 October 2022. Social media manager, content creator, social media campaign design.
- Italian Virginia Woolf Society: Concept and implementation of the website
- Website supportonline.net: project management, concept and implementation of the website

From 09/2018 to 01/2021

Event & Digital project manager, account, content creator

Bye Bye Silos Srl (Via Margutta n. 83 00187 Roma IT - www.byebyesilos.com/)

- Diciamo insieme grazie: non-profit project, project management (coordination with hospitals and artists), artist selection, social media manager, concept and implementation of the website (www.diciamoinsieme grazie.it), content creator, editing videos, press release.
- Webinar "Covid-19: da emergenza sanitaria a emergenza giudiziaria" (25/06/2020): Webinar organisation, coordination, content management and live digital event direction.
- Latium Wine Festival (January 2020 - November 2020): Project management, concept brand identity (logo, corporate image, website www.latiumwinefestival.com), Social media Manager, Live direction of online event 19-20 November 2020.
- NHAZCA srl: project management, design of the new brand identity (logo, corporate image, company website and satellite website).
- Conference: NHAZCA Nuove sfide per il monitoraggio (13-14 November 2019) Sapienza University of Rome: Project management, coordination of the Sapienza press office and social media manager.
- Helloopet (November 2019): benchmarking, sponsor search, content creation, coordination and management of the creative team (brand identity, website and app graphic design).
- Lega del Filo d'Oro - ATAD Conference 2019 (19-21 September 2019): selection of suppliers. Coordination and management of organisational secretariat. Coordination of speakers and guests. Client updating. Sponsor research. Live direction. Content creation: website, newsletter, social media.
- Design Italy Fuori Salone (April 2019): project management. Coordination of suppliers and creation of communication material. Concept and design of video interviews.
- Design Italy (September 2018 - August 2019): Digital project manager. Suppliers management and coordination. Content creation.
- DPD Bartolini Milano Management Forum 2019 (23-25 January 2019): Event project manager. Assistant live director. Video showreel for Gala dinner.
- Università Pontificia Salesiana Giovani e scelte di vita (20-23 September 2018): On-site staff coordination, catering management.

EDUCATION AND TRAINING

From 2009 – to 2016)

[Add separate entries for each course. Start from the most recent.]

Replace with EQF
(or other) level if
relevant

Sapienza Università di Roma

Roma 01/12/2023

- Master's degree in Modern Philology 2014-2016 110/110 summa cum laude
- Bachelor of Arts (Romance philology) 2009-2013 105/110
- Laboratorio di studi femministi Anna Rita Simeone "Sguardi sulle differenze"

PERSONAL SKILLS

[Remove any headings left empty.]

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2
	Replace with name of language certificate. Enter level if known.				
Replace with language	Enter level	Enter level	Enter level	Enter level	Enter level
	Replace with name of language certificate. Enter level if known.				

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

- I worked for several years as a project manager for a communication and event agency, creating and coordinating cultural, non-profit and digital projects. Now I contribute to define communication strategies and social media content for EU-funded projects (such EURES Targeted Mobility Scheme and SEED project) and for cultural and creative projects with a particular focus on the enhancement/promotion of female talent.
- Excellent communication skills gained through my experience as project manager; Excellent contact skills with people;
- Good oral and written communication skills.

Organisational / managerial skills

- Good organisational skills gained as project manager. Responsible for booking speakers and promoting events.
- Excellent interpersonal, organizational and multi-tasking skills by managing communication project
- Flexible, versatile, with a positive state of mind

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

Replace with name of ICT-certificates

- Excellent knowledge of the Microsoft Office suite (Word, Power point, Excel, Outlook), Adobe acrobat. Excellent ability to use macOS and iOS systems. Basic knowledge of graphics creation software (Illustrator, InDesign Photoshop, Canva). Independent user of WordPress.

Driving licence B

Roma 01/12/2023

Ai fini della pubblicazione in ottemperanza all'Art. 15 del D.Lgs. 33/2013