

ANDREA MAZZA

CONTACT

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Leipzig

italian, 22/04/1997

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SKILLS

Communication and interpersonal skills

Problem-solving and decision-making

Team collaboration and leadership

Project Management tools (Jira, Trello, Basecamp, Slack.. ecc)

Proficient in Marketing-Centric

Communication

Microsoft Office 365

Marketing: Google ads & Meta ads campaign creation

Google Analytics setup and events setup

SEO

EDUCATION

University of Florence

Languages and communication
April 2021

Passing grade 93/110

CERTIFICATIONS

Scrum.org

Professional Scrum Master 1
June 2023

Passing score: 95%

LANGUAGES

Italian 

English 

German 

PROFILE

Over the past 2 years, I actively participated in a project, from beginning to end, where we successfully created a complex website and a mobile application. As a part of an international team comprising graphics, marketing, and development departments, this experience allowed me to acquire different knowledge across multiple domains, refining a diverse skill set for versatile contributions.

Hungry to learn and motivated to improve, I am constantly seeking new opportunities for growth and development.

WORK EXPERIENCE

Junior Marketing Manager

Luca Help, Bucharest, Romania

May 2021 - Current

- Content creation in both Italian and English for social media posts, websites, apps and blogs
- Creating marketing strategies, messages and content to execute functional campaigns
- Promoted transparent communication across diverse teams.
- Executed marketing campaigns on Google Ads, meta ads, LinkedIn, Apple Ads, and more.
- Keeping track and set up of analytics tools such as Google Analytics and Microsoft Clarity
- Creation and Implementation of strategic SEO practices for enhanced online visibility and engagement.
- Execution of A/B testing throughout different platforms, analyzing user behavior, and data-driven decisions to improve the conversion rates

Waiter

Trattoria San Gallo, Florence, Italy

Sept 2018 - July 2019

- Effectively managed time and organized tasks.
- Exhibited strong communication skills.

Trainee

BetaGroup, Brussels, Belgium

Sept 2016 - Jan 2017

- Created PowerPoint presentations
- Assisted in event organizations
- Supervised technicalities during events
- Intermediated between investors and startups