



MARIKA MAGLIULO

DIGITAL MARKETER
JUNIOR

Reggio Emilia, Italy

+39 3394790386

marikamagliulo.it@gmail.com

[linkedin.com/in/marika-magliulo](https://www.linkedin.com/in/marika-magliulo)

www.marikamagliulo.com

References available upon request

SKILLS

Social media



Problem Solving



Analytics tools



Organization



ADS tools



Creativity



OFFICE SUITE - GOOGLE SUITE - SALESFORCE
Marketing Analysis & Strategy - Email Marketing

ITALIAN



Native speaker

ENGLISH



Advanced
Intermediate

SPANISH



Self taught

STUDENT BOARD MEMBER

UNIMORE | May 2021 - Jun 2022

- Student-Faculty Coordination Degree Course

Graduated in Digital Marketing @UNIMORE

I am passionate about marketing and the dynamics that move it, meticulously organized, I like to combine it with psychology and technology, I enjoy creating original content and experimenting with new things.

PROFESSIONAL EXPERIENCES

DIGITAL , SOCIAL E AUTOMATION MARKETING

Kerakoll | Jun 2023 - ongoing

- Management of corporate social channels publications
- Creation of MKT Automation Newsletters and Journeys
- Reporting and analysis at the end of the campaign

CRM & DIGITAL MARKETING

Maserati | Oct 2022 - May 2023

- Managing and creating B2C email marketing campaigns
- Coordination with foreign countries and web agencies
- Reporting and analysis at the end of the campaign

MARKETING STRATEGIST

REScover startup | Feb 2022 - May 2022

- Strategic and area marketing plan, editorial plan, brand identity, content creation, collaboration UX/UI platform creation with agency
- Management Analytics, data analysis and SEO, content creation for platform and newsletter with automations

E-COMMERCE & DIGITAL

SMEG | Oct 2021 - May 2022

- Contact person for Belgium and Netherlands branches, specifically for launch of new Ecommerce
- Using enterprise CMS for UX, editing and creation of new pages, new product card project
- Using tools for e-shop order management, newsletter creation, cookie management

DIGITAL MARKETING ANALYSIS

Coopservice | Oct 2020 - Dec 2020

- Analysis of company digital presence through use of major tools from Social and G Suite, competitors-comparables

SALES AND MARKETING REPRESENTATIVE

Seville, Spain | Summer 2018

- Erasmus+ Experience 'AltERnative' Call

EDUCATION

MASTER Z

E-learning | Apr 2022 - Oct 2022

- Mini master in Blockchain e Digital Assets

UNIVERSITÀ MODENA E REGGIO EMILIA

Reggio Emilia, Italy | Sept 2019- Oct 2022

- Bachelor of Science in Digital Marketing

HIGH SCHOOL 'IIS A. ZANELLI'

Reggio Emilia, Italy | 2014- 2019

- High School Diploma in Applied Science