

PROFESSIONAL SKILLS

Social Media Strategy



Copywriting



Content Mktg & Storytelling



Marketing



SEO & Google Analytics



Social Media Listening



Analytics & Report



Web Content Development



WORK EXPERIENCE

May 2019 - present	Officine della Barba • Social Media Strategist & Content Creator
Jan 2019 - present	Net Integratori Moldes srl • Social Media Strategist
Oct 2018 - Jan 2019	Net Integratori Moldes srl • Web Marketing Assistant
Mar 2017 - Apr 2019	Wellness In Motion ASD • Social Media Manager
Jan 2016 - Jan 2018	Prozis • Affiliate
Jan 2015 - Sep 2016	Fitness Trainer & Functional Trainer
Jan 2013 - Dec 2016	Hostess & Promoter
Mar - Sep 2010	Blogger
Sep 2008 - Sep 2010	Baby Sitter
May 2007 - Feb 2008	Pubblic Relation

EDUCATION

2018	Iulm - International University of Languages and Media • Master Executive - Social Media Marketing & Digital Communication
2016	University of Pisa • Business and Economics faculty - Marketing, Finance and Production
2011-12	University Institute of Lisbon • ISCTE • Business School (Erasmus)
2006	Liceo Ginnasio 'Duca degli Abruzzi' • School-Leaving certificate



ROSAMARIA MURRU

SOCIAL MEDIA STRATEGIST



I help businesses to have effective communication using the social media platforms with the aim to create and grow a community around the products.

CONTACT INFO.

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SOCIAL MEDIA



@rosamariamurru

CERTIFICATES

Talkwalker • Social Media Listening

Fitness and Body Building Trainer • AICS

Functional Training • ISSA

ECDL - Drive License

Narrative Theatre • Expressive reading

LANGUAGES

Mother Language: Italian

Other Language(s):

English - Good Knowledge - B2

Portuguese - Good Knowledge - B2

VOLUNTARY WORK

ESN Erasmus Student Network

Buddy Erasmus - University of Pisa