

# Graziano Altieri

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## SUMMARY

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Analytical and multi-tasking majored in Digital Marketing and Communication with demonstrated team working skills alongside a 'can do' attitude. Experience in events and campaigns planning. Flexible and reliable, with an international background. Technology and digital innovation savvy, passionate about politics and astronomy.

### Skills

- Marketing planning
- Branding
- Project management
- Copywriting
- Media planning
- Customer Relationship Management (CRM)
- Events management
- Coordination of Human Resources

### IT Skills

- CMS WordPress
- Programmatic Advertising
- Google AdWords
- SEO & ASO
- Data Analytics and Reporting
- Facebook Business Manager
- Excel and Power Point
- Social Media moderation

### Languages

- Italian native speaker
- English Professional Proficiency
- Portuguese fluent

## EDUCATION

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**Il Sole 24 Ore Business School**, Rome / **IESEG School of Management** Lille. October 2017 – May 2018

**Full-time Postgraduate Diploma in Marketing, Digital & International Strategy**

**Political Science Faculty, Roma3 University**, Rome. March 2015

**Bachelor's degree in Political Science of International Development**

## WORK EXPERIENCE

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**BNP Paribas Securities Services**, Lisbon. June 2019 - November 2019

**Global Custody - Administrator Financial Services**

- Set-up and announce financial events present in the global markets
- Quality control of financial data

**Accenture**, Lisbon. July 2018 - June 2019

**Business Analyst**

- Handling, analysing and interpreting data from social media for a multinational client, according to their business processes and policies, with the key goal of improving user experience
- Identifying gaps and developing methods for a more effective implementation of said processes and policies, optimizing both workflow and accuracy in project-oriented task

**Care2.com**, freelance. May 2017 – June 2018

**Copywriter**

- Developing petitions with meaningful calls to action in the socio-economic area
- Monitoring news sources

Have written over 15 petitions reaching up to 60,000 signatures per petition

**Institute of Geopolitical Studies**, March 2015 – December 2015

**Correspondent** for the Geopolitical Studies Journal "Geopolitica"

- Published two scientific papers regarding African Health System

**Greenpeace Italy**, Campaign Department, Rome. February 2014 – August 2014

**Internship Event Coordinator**

- Coordinating 700 volunteers in 30 local groups for national and local events
- Managing budget of local groups (20,000 euros)
- Managing local social media pages and groups

Campaign projects developed:

- **Amazon IPE tree Campaign.** The day after the launch of the campaign, approved a new act at the Ministers' Cabinet meeting
- **Rainbow Warrior Italian tour.** 10,000 people visited the Rainbow Warrior ship over 8 days. 12,000 euros earned

**Italian Civil Service Assembly**, Rome. June 2011 – July 2014

**Elective representative**

- Lobbying the Italian governance for setting the groundwork for a new law of Civil Service (approved in 2016)

**Doctors without Borders Italy / Medici Senza Frontiere**, General Department, Rome. June 2012 - February 2014

**Internship Event Coordinator**

- Coordinating 150 volunteers in 13 local groups for national and local events
- Managing official event's webpage and local groups' social media.

**Civil Department, Province of Rome.** April 2011 - April 2012

**Risk Assessment Officer for the Italian Civil Service**

- Monitoring geological risk areas with GIS systems

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**HOBBIES**

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TV Series, Politics, Technology and digital innovation, Blogging, Surf, Astronomy.