

Paolo Rossi

Address: Via Orti, Milano – 73020 - Italy

Summary

Italian foreign languages student, at the second year of Bachelor's degree with a specialization on marketing and advertising.

Education

Università Cattolica del Sacro Cuore, Milan, Italy

2016-Present

Bachelor of Applied Foreign Languages

- Exchange student at LMU (Germany) – Fall 2018

Core courses

marketing

spring 2018

- How to create satisfying relationship with customers
- The marketing mix
- The marketing environment
- The marketing research process
- Segmentation and targeting
- Communication and sales main techniques
- Product life cycle
- Digital marketing

Publicity and advertising

fall 2017

- How to advertise a product according to the media used
- Analysis of existing advertisements
- How a message is vetted to the customer
- The process of building an advertising campaign
- How to show your advertisement to the selected target audience
- Media planning

economics

Fall 2016

- Microeconomics
- Production and distribution chain
- The market
- Competition
- Production, cost and efficiency
- Specialization
- Supply, demand and price variation
- Firms (type, administration, government)

Work Experience

Guendalina club, Santa Cesarea Terme, Italy

June-July-August-September 2017

Public Relations

June-July-August-September 2018

- Inform people about music events
- Ticket selling
- Building good company reputation
- Managing internal communication
- Event management
- Understanding the concerns of the customers

College and Community Activities and Leadership

Member of the student government (high school)

academic years 2013/14 – 2014/15

- Class president
- Participating in the decisions taken among students, teachers, headmaster and the government
- Insight in all the high school issues
- Direct communication with all the teachers and the headmaster
- Participating in events
- Organizing activities for students
- Vetting communication between students and teachers
- Cooperating with the presidents of other high schools

Languages

- Italian (native speaker)
- English b2-c1
- Spanish b2-c1
- French b1

Computer skills

- Microsoft office programs: word, excel, powerpoint, outlook, access, publisher
- Ios programs: pages, keynotes, imovie
- General ECDL skills

Interests and other activities

- I am a very open-minded person. I always want to learn something, I challenge myself in order to improve my abilities and knowledge. I have pretty good leadership skills but at the same time I know how to respect another person's requests.
- I love dancing and cooking, I love meeting new people, especially from other countries and talk in another language.
- I love travelling and discovering new places, even in the town where I live in.