

## CURRICULUM VITAE



### PERSONAL INFORMATION



First Name and Surname

**CLARA PERINA**

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E-mail

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LinkedIn

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Skype ID

**clara.perina\_1**

Nationality

Italian

Date of birth

27 October 1996

Personal Tax Code

PRNCLR96R67B300A

### WORK EXPERIENCE

11-2021 – Present

Moneyfarm (Milan, Italy)

**Performance Marketing Specialist**

11-2020 – 11-2021

ProntoPro (Milan, Italy)

**Paid Marketing Specialist**

- Created and managed Paid Search and Display campaigns on Google Ads, Bing Ads e Facebook Business Manager to bring requests and recruit Pros (in Spain and Italy)
- As part of the international team, contributed to ProntoPro's expansion in the Spanish market
- Learnt and used MySQL and Java (with Google Ads scripts and Google Sheet scripts) languages to use the database and automate data analysis and report-building processes
- Used Google Tag Manager and Google Analytics to set up the right tracking in order to analyse conversions

10/2020 – 12-2020

Conflux Media (Remote)

**Digital Marketing Intern**

- Social media management, bulk scheduling with Zoho Social
- SEO, Google Analytics and ad campaigns techniques
- Content marketing

09/2020 – 10/2020

Hivebreed (Larnaca, Cyprus)

**Digital Marketing Intern**

- Marketing Audit for Hivebreed
- Project management

06/2020 – 08/2020

SAMA (Remote)

**Marketing and Research Intern**

- Analysed 11 CRM and HRIS systems

- Provided content for Sama website
- Created questionnaires
- Researched information about 37 coaching credentials and the criminal record equivalent in 57 countries
- Created the client/coach marketing materials
- Sourced and reached out to 70+ new coaches

02/2019 – 06/2019

Ginger Promotions (London, UK)

**Brand Ambassador for Gousto**

- Represented and promoted Gousto through direct sales; business training and recruiting
- Achieved the leadership level after completing 10 sales in one week
- Met KPIs consistently
- Recruited and trained 3 new starters
- Pitched 120+ people each day in English, Italian, French, Spanish and Portuguese

## EDUCATION AND TRAINING

09/2019 – 08/2020

**Master's Degree in International Business, Marketing specialisation**

at Hult International Business School (London)

Main subjects: accounting and financial management, project management, data and decisions, global economics, leadership development, strategy, marketing, digital analytics, luxury marketing

Projects: strategic analysis paper for Tesla e Dyson, marketing strategy report for Automobili Pininfarina, executive report in Business Ethics at Burberry Group, project analysis of the Empire State Building

Certifications: Google Analytics and Google Ads

11/2015 – 07/2018

**Bachelor's Degree in Applied Languages**

at Civica Scuola Interpreti e Traduttori "Altiero Spienlli" (Milan)

Languages: **English and French**. Final mark: **103/110 (2:1)**.

Main subjects: translation and interpreting in Italian, English, French, Portuguese, consecutive interpreting, economics and law, Italian, English and French literatures  
6-months **Erasmus** at Université de Strasbourg and ITIRI

Final dissertation: ***Eating Diversity, Creating Identity (English-Italian)***

09/2012 – 07/2015

**Diplôme du baccalauréat général (Esabac)**

at Istituto Tecnico Commerciale Statale Enrico Tosi (Busto Arsizio)

Main subjects: French history and literature, fourth Esabac exam during the *Esame di Maturità*

09/2010 – 07/2015

**A-level in the department of finance, management, marketing, specialisation in International Relations and Marketing**

at Istituto Tecnico Commerciale Statale Enrico Tosi (Busto Arsizio)

Main subjects: accounting and finance, law, international relations, English, French, Spanish, law and finance in English (CLIL), Italian, English and French literatures

Final mark: **96/100 (AAA)**.

## HARD AND SOFT SKILLS

Adaptability

Teamwork

Organisation and time management

Determination and resilience

Flexibility

Empathy

## LANGUAGE SKILLS

### ITALIAN (MOTHER TONGUE)

English  
French

Understanding	Speaking	Writing
C2	C2	C2

**Spanish**

C1	C1	C1
C1	B2	B2

**SOCIAL SKILLS AND  
COMPETENCES**

Excellent adaptability, communication and negotiation skills as a result of the studying and working experiences abroad. Fast-learner, self-sufficient, a proactive team player able to maintain long-lasting relationships. Included in the experiences abroad are intercultural exchanges (France, USA, South Korea), the Erasmus project (France) and several language courses abroad (Canada, UK, France, Cyprus).

**ORGANISATIONAL SKILLS AND  
COMPETENCES**

Excellent organisational and time management competences. Able to work in various teams, to analyse and efficiently solve problems. Strong priority-setting skills, multiple projects management and ensuring that deadlines are met.

**COMPUTER SKILLS AND  
COMPETENCES**

Excellent knowledge and competences of Microsoft Office, Excel in particular, Google Sheet, Google Analytics, Google Ads, Facebook Business Manager, Bing Ads, Google Tag Manager. Average knowledge of Photoshop.  
Coding Languages: MySQL and Javascript.

**ARTISTIC SKILLS AND  
COMPETENCES**

Photography (Nikon D3100) and design

**DRIVING LICENCE**

European driving licence (A and B)

**ADDITIONAL INFORMATION**

Available to travel and work remotely