

FEDERICA RABBAGLIETTI

DIGITAL MARKETING EXECUTIVE

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EXPERIENCE

DIGITAL MARKETING EXECUTIVE

County Broadband. - Full time

Oct 2022 - Present

Working closely with the Digital Marketing Manager and Director of Marketing and Communications.

Assisting in the implementation of campaigns, lead generation and improving brand awareness.

Write engaging and informative copy to support marketing's omnichannel approach - Collaborate with 3rd party agencies to produce creative and implement strategies - Stay up to date with current marketing trends and strategies - Actively move the SEO needle and assist link building initiatives - Create email campaigns which support lead generation/brand awareness - Distribute content across all social media platforms - Direct traffic to the website - Monitor social media and respond to customers to maintain positive brand reputation - Assist in planning and optimising all digital elements - Produce creative and engaging content using Adobe etc. - Provide reports/analytics to support ideas for better performance - Assist the Digital marketing manager to produce content strategies and take ownership of day-to-day social media marketing - Engage followers with regular company updates - Report positive feedback for other internal/external activities - Generate brand awareness to gain audience attention - Work seamlessly with internal departments for fluidity of timelines - Collaborate with Digital marketing manager to develop, launch and manage competitions and campaigns - Utilise social media platforms such as Facebook, Instagram, LinkedIn, Twitter, TikTok and YouTube.

SENIOR MARKETING EXECUTIVE

Spiran Ltd. - Freelance

Feb 2022 - Jan 2022

Developing marketing strategies within either the retail and FMCG industry - Managing social media channels and running posts, activities and ads campaigns - Updating company's website and blog by WordPress - Growing awareness of the company's brand - Newsletters and Mailchimp - Creating brochures, invoices and basic design - Magazine founder and editor - Managing Spreadsheets and SharePoint - Conducting market research and assisting with budgeting - Managing marketplace platforms - Searching, contacting and working closely with Influencers - Creating and maintaining relationships with clients and collaborators - Sales and customer service.

MARKETING EXECUTIVE

MPM drive - Full time

Oct 2021 - Oct 2022

Creating and implementing marketing strategies - Creating and managing the company website and in-house social media platforms - Creating social media content and press releases for UK-based editorial media - Creating and maintaining relationships with clients and partners - Selecting and managing interns - Organising, promoting and running events - Creating brochure and basic design - Conducting market research and assisting with budgeting

MARKETING ASSISTANT

La di da Sweet Treats - Full time

Aug 2021 - Oct 2021

Managing orders and shipping - Solving customers' and collaborators' enquiries - Managing in-house social platform - Managing marketplace platforms - Creating and running campaigns - Creating social media content and analysing analytics - Email Marketing and Basic SEO

DIGITAL MARKETING INTERNS

The Artisan Food Company - Internship

Jul 2021 - Aug 2021

Searching, contacting and working closely with Influencers and Bloggers - Creating and maintaining relationships with clients and collaborators - Promoting the company through Social media activities such as GiftBox

SOCIAL MEDIA AND MARKETING INTERNS

KBM #FinessMyFinance - Internship

May 2021 - Jul 2021

Brainstorming campaigns, creating social media posts and analysing analytics - Managing multiple social media platforms using Buffer - Creating social media activities, campaigns and video ads - Working in a team using Trello

EDUCATION & TRAINING

Event Management for Marketing and Communication

Level 4 - Event Academy | CRM accredited - UK

2010 - 2014

Bachelor and Master in Consultant and Coordinator

Level 6 and 7 - University of Perugia - Italy

2005 - 2014

Accounting, Programming and Computer science

Level 4 - Secondary School - Italy

2000 - 2005

Functional skills qualification in English, Math and ICT

Level 2 - City and Guilds - UK

Dec 2020

COMPUTER SKILLS

Microsoft Office

Canva | Adobe PS

Shopify | WordPress

Mailchimp | Hootsuite | Later | Slack

LANGUAGES

ITALIAN - Native or bilingual proficiency

ENGLISH - Full professional proficiency

SPANISH - Full professional proficiency

SOFT SKILLS

- Organisation
- Problem-solving
- Resourcefulness

PROJECT IN PROGRESS

- TANGO ETNIA | Event Coordinator

*References available upon requests