



## VIVIANA MAZZI

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10072, Caselle Torinese (TO)

### Capacità e competenze


- Digital marketing
- SEO
- SEMrush
- Risoluzione dei problemi
- Abilità di persuasione
- Gestione del tempo
- Social media
- Adobe Photoshop

### Istruzione e formazione

2021  
**Università di Torino | Torino**  
Laurea magistrale in digital marketing  
Valutazione: 99/110

### Competenze linguistiche

**Italiano: LINGUA MADRE**

**Inglese:**  B2  
Intermedio superiore

### Certificazioni

- Certificazione Google Ads (Google Ads Certification), Google, corso online 2020.
- HubSpot Inbound Marketing Certification, HubSpot, corso online 2019.

### Profilo professionale

Digital marketing assistant con 2 anni di esperienza, specializzata nel settore del marketing digitale. Ottima conoscenza strategie di marketing digitale e delle piattaforme social media che mi hanno permesso di aumentare il traffico organico del 20%. Sono sempre aggiornata sulle ultime tendenze del settore e mi piace sperimentare nuove idee per migliorare le performance delle campagne digitali di Klobit Web Agency - Siti internet e Marketing digitale.

### Esperienze lavorative e professionali

09/2022 - Attuale  
**Web Brand - Web Agency Torino | Torino**  
Digital marketing assistant

- Lavorato su campagne di advertising sui social media, aumentando la portata organica del 30% e migliorando il tasso di conversione del 20%.
- Creato contenuti scattivanti per il blog aziendale, aumentando il traffico organico del 40% e migliorando il posizionamento sui motori di ricerca.
- Monitorato le metriche di marketing, utilizzando strumenti come Google Analytics e Facebook Insights, per identificare opportunità di ottimizzazione e miglioramento delle campagne.
- Supportato la pianificazione e implementazione di campagne di email marketing, aumentando il tasso di apertura del 25% e la conversione del 15%.
- Incrementato gli standard qualitativi e i margini di profitto, attraverso una strategia di sviluppo del prodotto che ha ridotto i costi per il clienti del 10%.

01/2022 - 08/2022  
**Windson Web Agency | Torino**  
Digital marketing intern

- Apportato modifiche ad articoli del sito web aziendale seguendo le direttive del marketing manager.
- Pubblicato oltre 100 post sui social dell'azienda come Facebook e Instagram.
- Assistito nella creazione di report analitici e nella valutazione delle prestazioni delle campagne, fornendo raccomandazioni per il miglioramento dei risultati.

# Curriculum Vitae Unibo

**M Mosston**



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## **Table of Contents Curriculum Vitae Unibo**

1. Understanding the eBook Curriculum Vitae Unibo
  - The Rise of Digital Reading Curriculum Vitae Unibo
  - Advantages of eBooks Over Traditional Books
2. Identifying Curriculum Vitae Unibo
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Curriculum Vitae Unibo
  - User-Friendly Interface
4. Exploring eBook Recommendations from Curriculum Vitae Unibo
  - Personalized Recommendations
  - Curriculum Vitae Unibo User Reviews and Ratings
  - Curriculum Vitae Unibo and Bestseller Lists
5. Accessing Curriculum Vitae Unibo Free and Paid eBooks
  - Curriculum Vitae Unibo Public Domain eBooks
  - Curriculum Vitae Unibo eBook Subscription Services

- Curriculum Vitae Unibo Budget-Friendly Options
- 6. Navigating Curriculum Vitae Unibo eBook Formats
  - ePub, PDF, MOBI, and More
  - Curriculum Vitae Unibo Compatibility with Devices
  - Curriculum Vitae Unibo Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Curriculum Vitae Unibo
  - Highlighting and Note-Taking Curriculum Vitae Unibo
  - Interactive Elements Curriculum Vitae Unibo
- 8. Staying Engaged with Curriculum Vitae Unibo
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Curriculum Vitae Unibo
- 9. Balancing eBooks and Physical Books Curriculum Vitae Unibo
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Curriculum Vitae Unibo
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Curriculum Vitae Unibo
  - Setting Reading Goals Curriculum Vitae Unibo
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Curriculum Vitae Unibo
  - Fact-Checking eBook Content of Curriculum Vitae Unibo
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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