

Eleonora Rizzitello

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EDUCATION

- 11/22 - present **University of Palermo - Phd student in Management Engineering** **Palermo (IT)**
research topic: A study of Sustainable Management Innovation for the European Ecosystem.
- 06/22 - 10/22 **EDGEMONY - Front End development Coding Bootcamp** **remote**
CSS, HTML, JavaScript, React.js, responsive, mobile-first.
- 09/2016 **ESCP Europe Grande École - Master in Management (with honors - top 5%)** **Madrid (ES), Turin (IT), Paris (FR)**
06/2019 Major in **Digital Marketing & Communications**. Double Degree with Universidad Carlos III de Madrid
- 2018 **University of Southern California - Exchange Program in Business, Entertainment minor** **Los Angeles (CA, USA)**
- 2013 - 16 **Università Cattolica del Sacro Cuore - Bsc. Business Administration, Arts minor (with honors)** **Milan (IT)**
- 2015 **University of Miami - Exchange Program in Business (awarded "Outstanding Student")** **Miami (FL, USA)**

SKILLS

LANGUAGES **Italian:** Mother tongue - **English:** Proficient - **Spanish:** Proficient - **French:** Proficient

IT Coding: **HTML - CSS - Javascript - React.js - Python**
Data analytics: **MathLab, MS Excel - Tableau+ - Google Analytics**
Presentation: **PowerPoint - Word - Canva**
Research: **Zotero, Google Scholar, Scopus**

PROFESSIONAL EXPERIENCE

- 09/2021 **Business Developer - 800A Records / Indigo Studios** **Palermo (IT), remote**
10/2022 - Managing art projects by developing partner relationship, analyzing economic feasibility to increase fan base.
- **Curating TikTok, digital trends, optimizing advertising (internationally) to increase listen time.**
- 09/2020 **Business Analyst - Opta srls** **Palermo (IT)**
09/2021 - Serve as clients' contact for **the project plan** through the **analysis of client's needs, market analysis**, and **financial obj.**
- **Drafting** and presenting project plans for the launch of **start-ups** through the obtainment of **European funds**.
- Successfully funded avg. 2 startups per month in 3 industries (hospitality, food and beverage, IT services).
- 09/2018 **Int'l Relations & Conference Development - Linecheck Conference** **Milan (IT)**
11/2018 - Ideated the **Networking Sessions** format after visiting state-of-art **industry conferences** in Europe (Reeperbahn, MAMA, others), resulted in +5 events, +500 guests. Successfully replicated the next years.
- Managed the sessions by creating the **digital workflow, marketing campaign**, on-site setting and onboarding process.
- 04/2018 **Digital Marketing and Merchandizing Intern - Denis Bloch Fine Art Gallery** **Beverly Hills (CA, USA)**
08/2018 - Optimized and updated the e-commerce merchandizing platform through SEO, SEM, website updates and social platforms.
- Assisted clients for luxury retail in-store and online sales.
- 05/2018 **Digital Marketing Intern - redCola Hollywood Trailer House** **Santa Monica (CA, USA)**
08/2018 - Performed **digital marketing strategy** resulting in placing 30+ soundtracks in 3 months for Netflix, Disney, etc.
- Improved the **streaming strategy** by creating **best-practices** for the different the teams.
- 05/2017 **Community and Project Manager Intern, Spain & Italy - iAdvize** **Nantes (FR)**
10/2017 - Collaborated to the software launch, reaching user and **customer satisfaction targets for €30M funding**.
- Sourced and animated the community of users through online selection, guidelines, reaching customer success objectives.
- Created the digital flow for users through creation of landing pages and optimization of customer funnel (**Hubspot**).
- Adapted the financial workflow for the e-commerce in foreign markets by research and collaboration with the finance dept.

INTERESTS

Promoting **Environmental** and **Sustainable Innovation**. World Traveller and interested in cultures.

Loving **Music**: playing guitar and piano. Passionate about **Photography, Video Making** and **Arts**.

Practicing Yoga and **Sailing**. Always updated on the international **Financial markets** and the **Start-up** trends.