



BRIGIDA MORELLI



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GOALS

- To increase my knowledge and skills with further studies in marketing
- To serve, as advisor, big multinational companies in their achievement of strategic marketing goals
- to begin an academic path through research and assistant lecturing

SKILLS AND CERTIFICATIONS

Marketing - Communication strategies
 - Social networking
 - ECDL (European Computer Driving Licence)
 - Cambridge English Certification

PERSONAL PROFILE

I am a resilient and enterprising Marketing student. I am a highly committed worker, with strong leadership and problem-solving skills and the ability to work in a team. I am passionate of all the aspects of Marketing and Branding and their evolution towards the integration with company responsibility for the achievement of sustainable goals.

EDUCATION

Università degli studi di Torino- School of Management and Economics

Master's Degree in Business Management Marketing and Strategy
 Marketing management pathway
 (Core courses: Strategic Marketing Management, Digital Marketing and Data Management, Branding and Competitive analysis).

Graduation date: November 2022

Università degli studi di Bari Aldo Moro

Bachelor's degree in Marketing and Business Communication.
 Bari, 17 December 2020

(Core courses: Corporate Communication, Experiential Marketing, Strategic Marketing and Marketing Law)

Thesis: "Top Brand X Covid-19 –Marketing and communications strategies during a global pandemic".

WORK AND VOLUNTEER EXPERIENCE

Internship at the Management Department of the University of Turin.
 Tutor: Prof. Chiara Civera

- Support for the drafting of the social report for Quercetti & C. spa
- Support for the drafting of the textbook "Marketing e Responsabilità – Superare le dicotomie"
- Assistance in the creation of the "Marketibility" Podcast

Curricular internship at Quercetti & C. S.p.A. (January 2022 / March 2022)



Mother tongue: Italian

English: advanced

Spanish: intermediate

Working experience in the family beverage business, which I supported on the logo definition and communication strategy.

Current Member of the Equal Opportunities Commission of the municipality of Lamezia Terme (CZ).

Volunteer at Caritas in Lamezia Terme.

Current Member of MARKETERS Club Torino

