



ILARIA MARINO

13 Gennaio 1991

SOCIAL MEDIA MANAGER
DIGITAL SPECIALIST

Education

ILAS - NAPLES

Social Media & Web Marketing

IUAD ITALIAN UNIVERSITY OF ART AND DESIGN - NAPLES

Bachelor's degree in Fashion Design

KRYOLAN ACADEMY - NAPLES

Make-Up Fashion and photographic

INCIBUM - SALERNO

Strategic Planning and Management for Food Companies

Work Experiences

Merchandising Assistant - WOLFORD

Milan (2021 - 2022)

Digital Specialist - GALLERY HOME SALERNO

Salerno (2020 - Actual)

Social Media Manager - LABORATORIO 102

Salerno (2019 - Actual)

Social Media Manager

& Copywriter - IMPRESAIDEA

Salerno (2018 - Actual)

Social Media Manager - ATELIER SETA

Salerno (2019)

Social Media Manager - BARBA E CAPELLI

Milan (2019)

Showroom Assistant - STELLA MCCARTNEY

Milan (2019)

Sales Assistant - STROILI

Salerno (2021 - 2022)

Influencer and Event Assistant - CHICZONE

Salerno (2017 - 2018)

Sales Assistant - LA PERLA

Milano (2016 - 2017)

Sales Assistant - CHANTELE

Milano (2017)

Skills

- Social media management
- Creation of editorial plans
- Social advertising campaigns
- Creation of texts for websites and blog articles in a SEO perspective
- Email marketing
- Influencer marketing
- Sales campaign analysis and reporting
- Advanced Power Point and Excel Top Management presentations
- Knowledge of modeling and tailoring
- Sales strategies
- Graphic design for social media - Canva
- Photo editing - Lightroom
- Basic knowledge of Wordpress
- Events assistant
- Showroom organization
- Support for photo shoot

Languages

- English
- Spanish
- French

Contacts

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Salerno - Milano