



Portfolio ✨ ✨

Ilaria Marino

SOCIAL MEDIA MANAGER

First of all let me introduce myself...

I'm Ilaria and I was born in Salerno on January 13th, 1991 at 12 on Sunday, just in time for lunch!

I'm a dreamer and a cartoon lover and that really helps me with my work.
I love meeting new people, I find it very inspiring!



In my spare time i like acting, cuddling my cats, reading novels and going out for a walk, especially during sunny days!

Why should you choose me for this job?

If you haven't hired me it's because you don't know me yet! kidding...maybe!
I certainly won't be the best but I learn quickly and I try my best to guarantee the best result!

Ok, It's time to tell you about my studies and my work experiences, enjoy!



My studies

Languages high school

Regina Margherita
Salerno

Bachelor's degree in Fashion Design

IUAD - Italian University of
Art and Design
Naples

Social media & Web Marketing

ILAS - Naples

Make-Up Fashion and Photographic

Kryolan Academy
Naples

Strategic Planning and Management for Food Companies

Incibum - Salerno

Languages

- English (B1)
- Spanish
- French

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 - Canva
- Photo editing - Lightroom
- Basic knowledge of Wordpress
- Events assistant
- Showroom organization
- Support for photo shoot

Work Experiences

DIGITAL

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)

Influencer and Event Assistant - CHICZONE

Salerno (2017 - 2018)

FASHION & SALES

Merchandising Assistant - WOLFORD

Milan (2021 - 2022)

Sales Assistant - STROILI

Salerno (2021 - 2022)

Showroom Assistant - STELLA MCCARTNEY

Milan (2019)

Sales Assistant - CHANTELE

Milano (2017)

Sales Assistant - LA PERLA

Milano (2016 - 2017)

Some of my works

**Social media
management**



**Copywriting
& SEO**



**E-mail, WhatsApp
& Graphic content**



**Powerpoint
presentation with
Excel data**



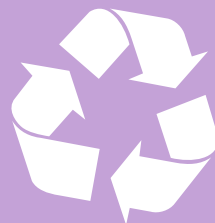
Social media management

Social media management activities

- Study of brand identity
- Analysis and study of critical issues of past communication
- Competitor analysis
- Set new achievable goals
- Looking for new topics and mood every month
- Monthly Editorial Plan
- Instagram feed composition
- Scheduling posts
- Instagram Stories
- Featured stories
- Graphic content (when there is no graphic figure)
- Photo and video contents for social (with mobile)
- Sponsored posts
- Monthly social pages performance report
- Organization of advertising campaigns and shootings



Brisco



Link Social:

<https://www.facebook.com/BriscoSerlam>

<https://www.instagram.com/briscoserlam/?hl=it>

Immondizia in casa? Temi gli insetti e i cattivi odori? 🤢

Scegli Brisco! 😊

Le speciali asole di aerazione permettono un corretto ricircolo dell'aria e non consentono agli insetti di nidificare all'interno.

Inoltre Brisco è facile da pulire grazie al sistema di estrazione dei cassetti che garantisce una pulizia totale.

www.brisco.it

Via Difesa Maddalena, 362 - Campagna (SA)

0828 48394

338 1090010

infobrisco@gmail.com

BRISCO

Hai dubbi sul tenere l'immondizia all'interno?

Non preoccuparti, c'è Brisco!

- ✓ Elegante e moderno
- ✓ Resistente ed indistruttibile
- ✓ Facile da pulire

SCOPRI BRISCO

Dove getto i farmaci scaduti? 💊

❌ I farmaci scaduti non vanno smaltiti tra i rifiuti domestici, perché potrebbero causare danni alla salute e all'ambiente.

✓ Vanno invece riposti negli appositi contenitori presso le farmacie o le Asl.

www.brisco.it

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338 1090010

infobrisco@gmail.com

BRISCO

DOVE GETTO I farmaci scaduti

Negli appositi contenitori davanti le farmacie
SEGUICI PER ALTRI CONSIGLI!

Perché Brisco è la soluzione perfetta per la raccolta differenziata? 🌱

Brisco è un prodotto Made in Italy elegante e funzionale!

La sua struttura è semplice da utilizzare, è duraturo nel tempo e non permette la fuoriuscita di cattivi odori!

Inoltre è garantito 2 anni e 8 anni contro la corrosione! 😊

www.brisco.it

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0828 48394

338 1090010

infobrisco@gmail.com

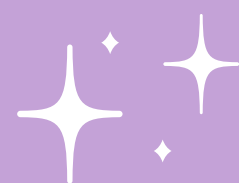
BRISCO

Raccolta differenziata? C'è Brisco

- ✓ Indistruttibile
- ✓ Resistente alle intemperie
- ✓ Garantito 2 anni e 8 contro la corrosione

SCOPRI BRISCO

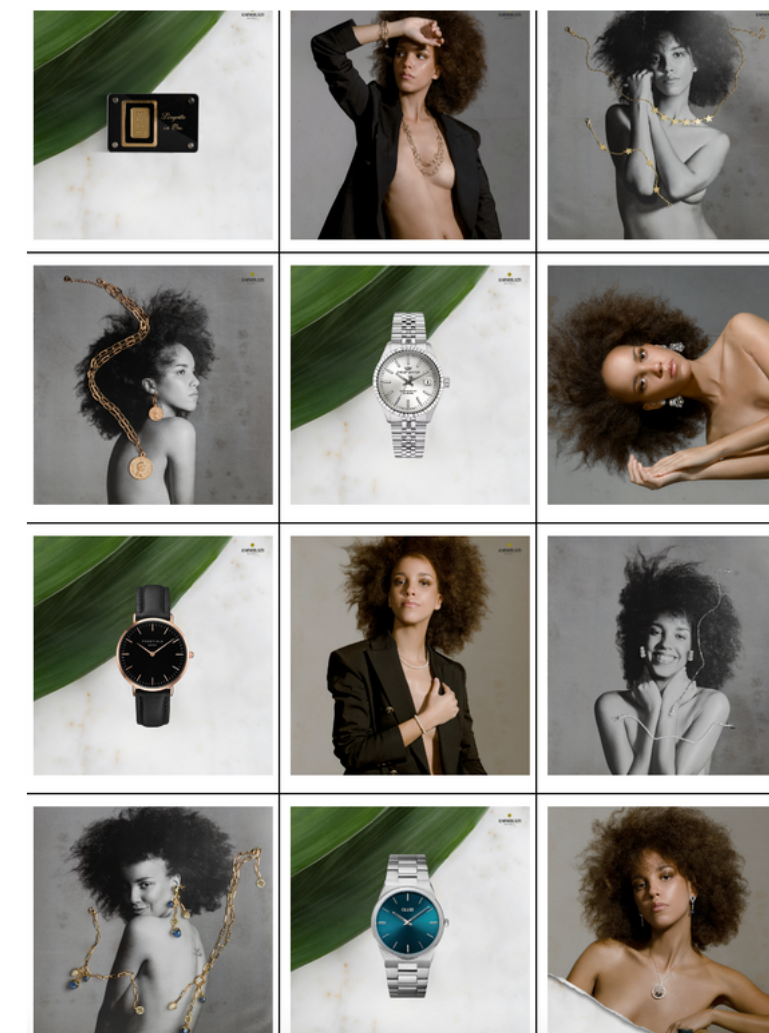
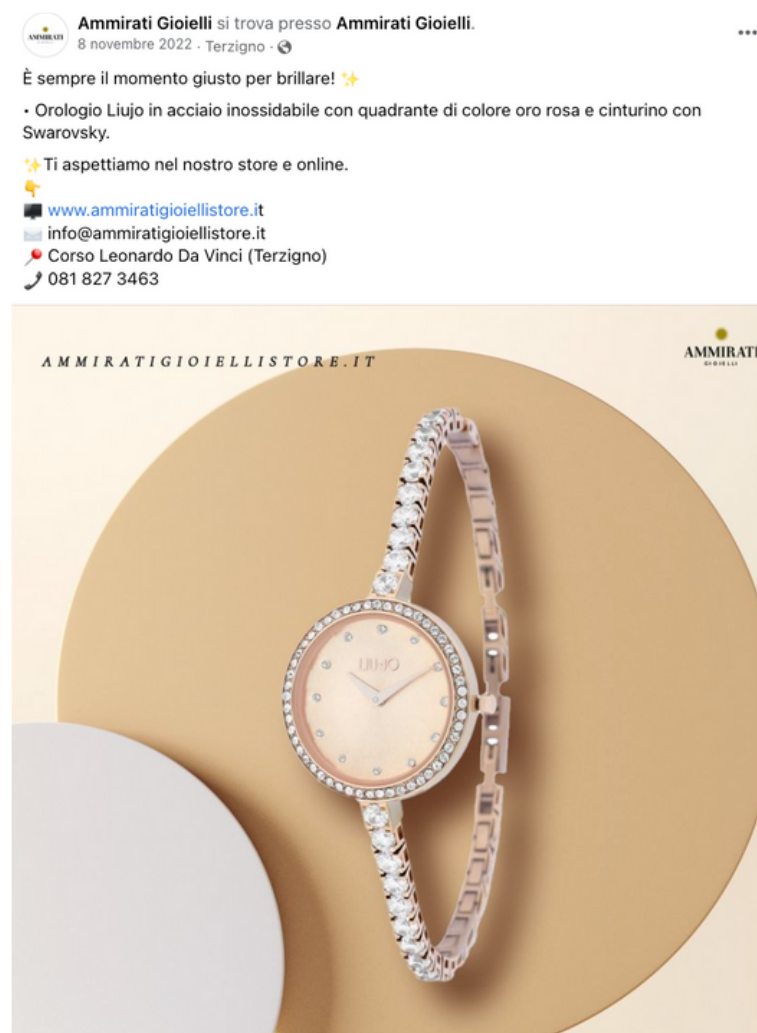
Ammirati Jewels



Link Social:

<https://www.facebook.com/gioelliammirati>

https://www.instagram.com/ammirati_gioielli/?hl=it



Gallery Home



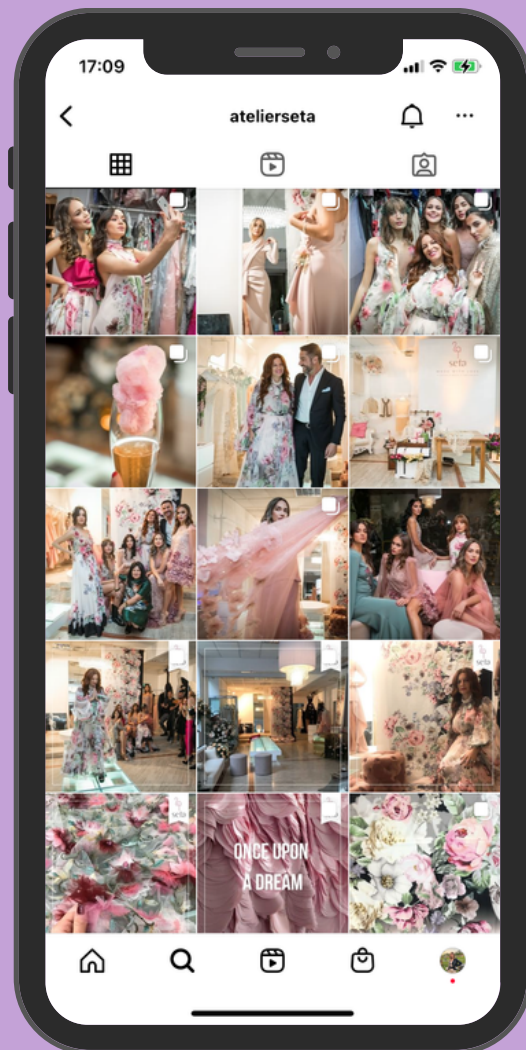
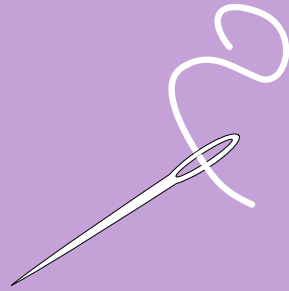
Link Social:

<https://www.facebook.com/galleryhomesalerno>

<https://www.instagram.com/galleryhomesalerno/?hl=it>



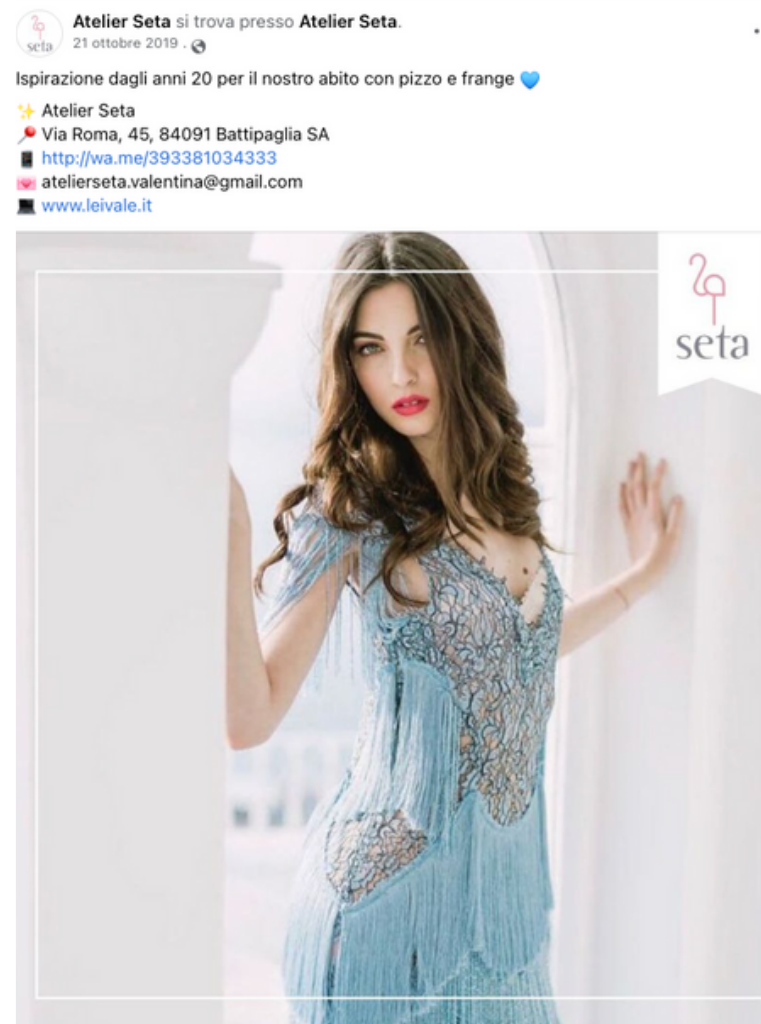
Atelier Seta



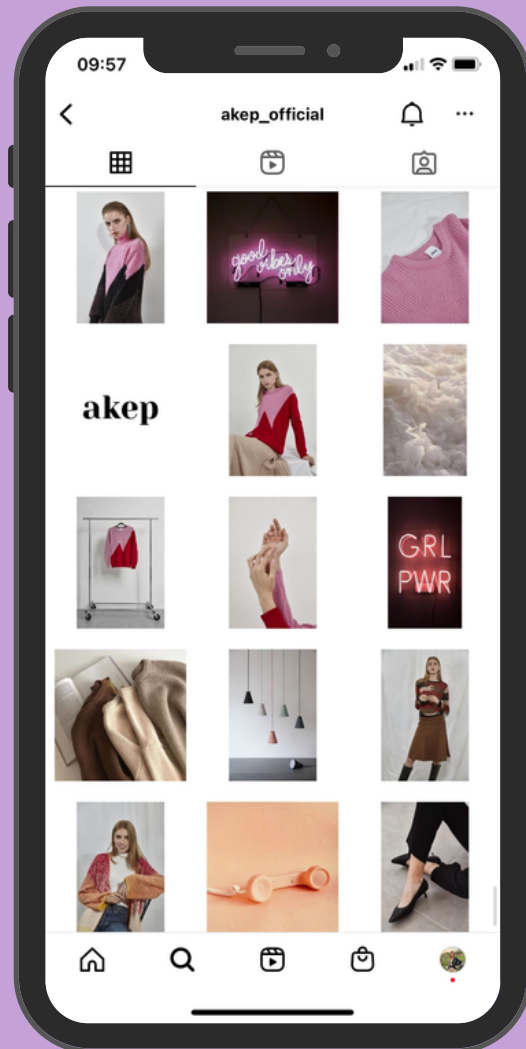
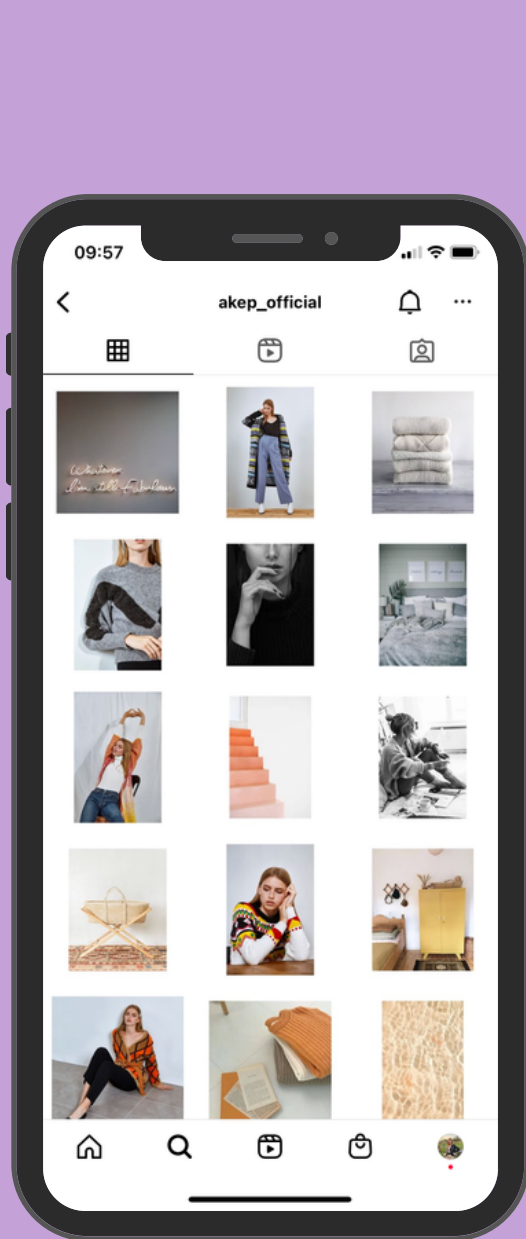
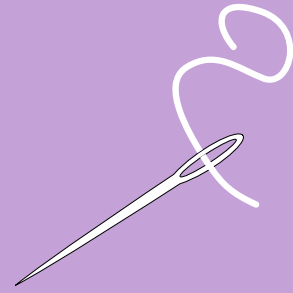
Link Social: (management until December 2019)

<https://www.facebook.com/atelierseta>

<https://www.instagram.com/atelierseta/?hl=it>

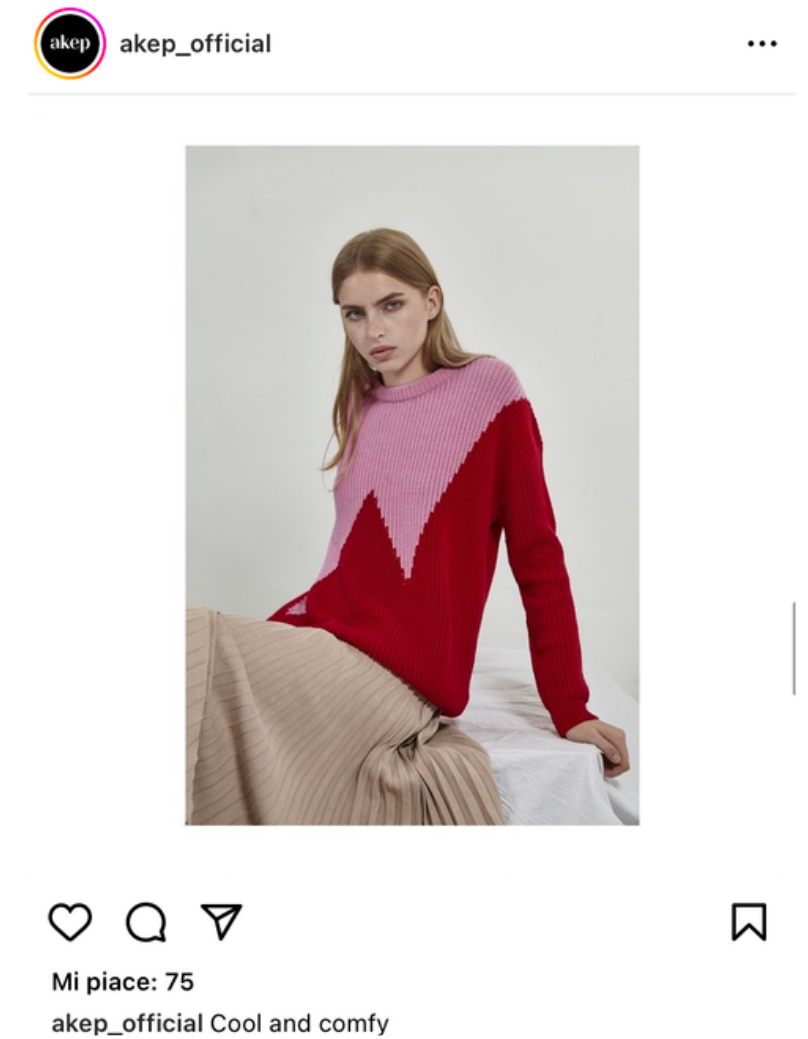


Akep

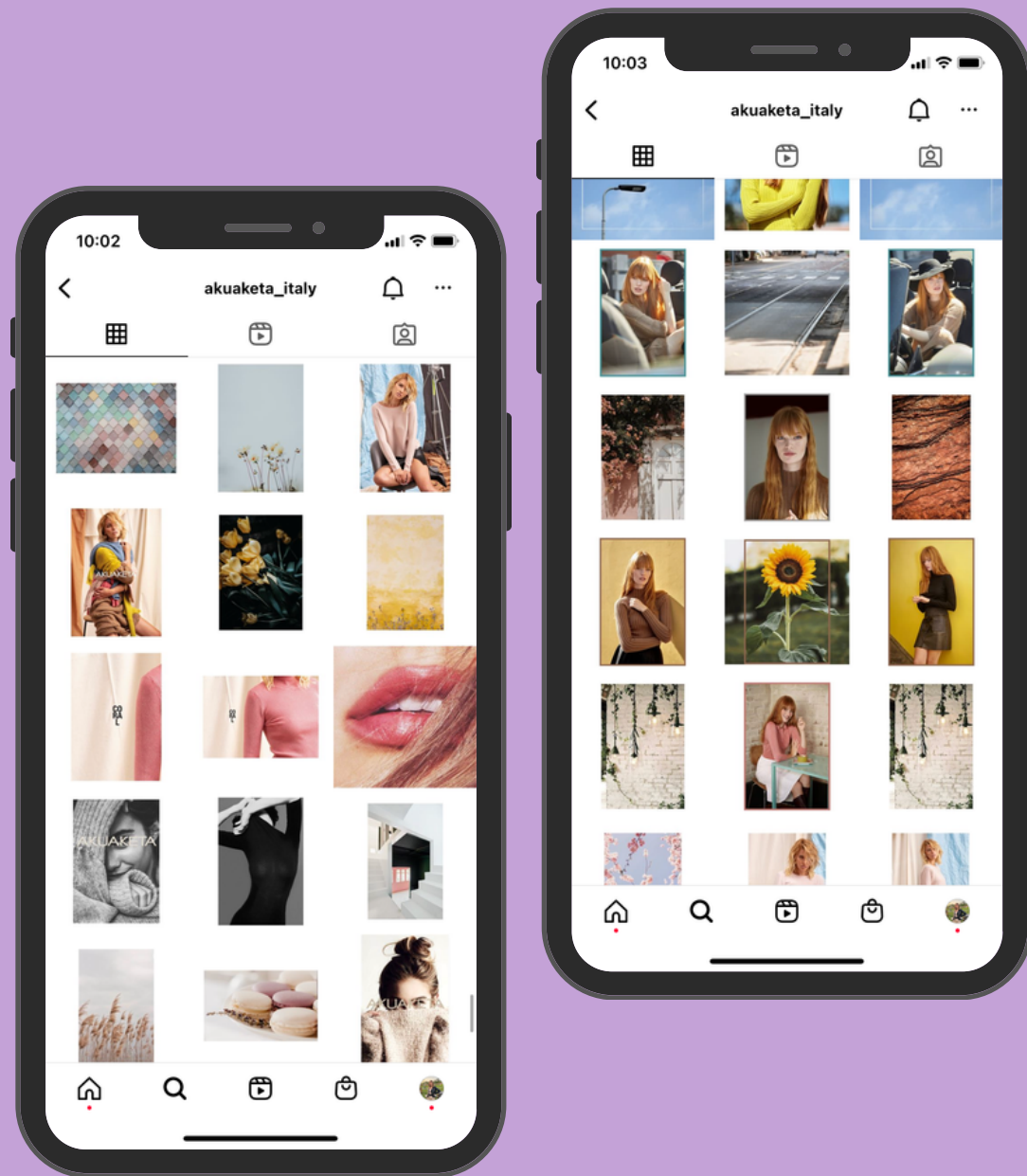


Link Social: (management until November 2019)

https://instagram.com/akep_official?igshid=YmMyMTA2M2Y=

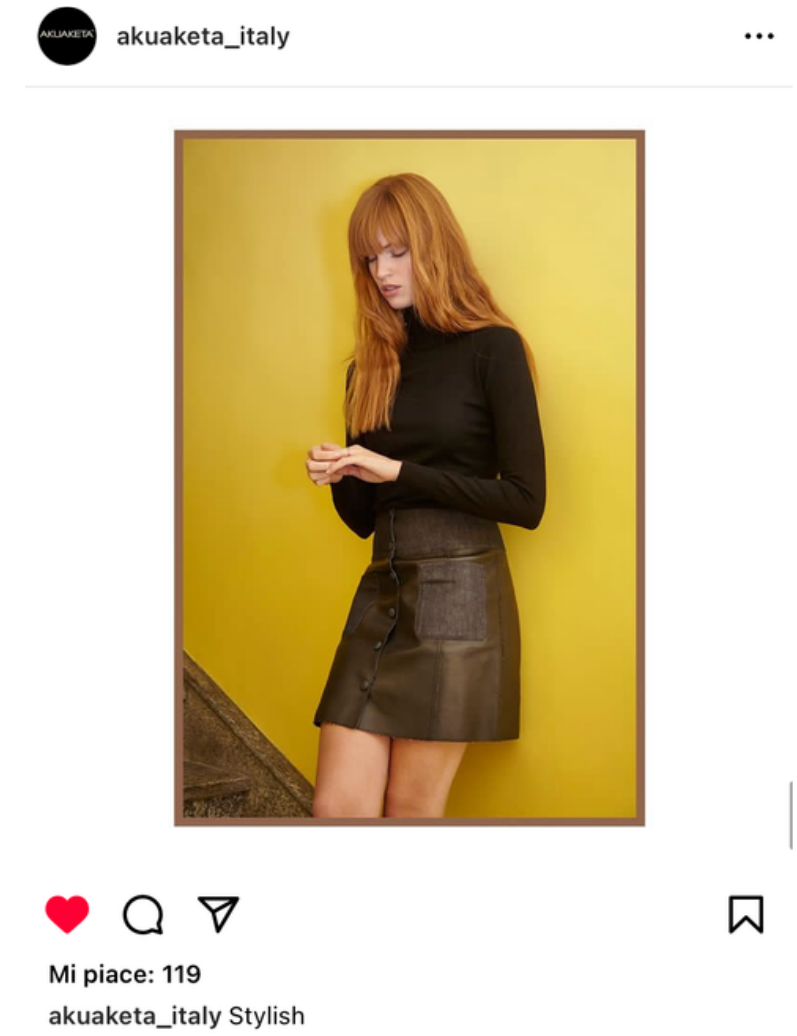


Akuaketa

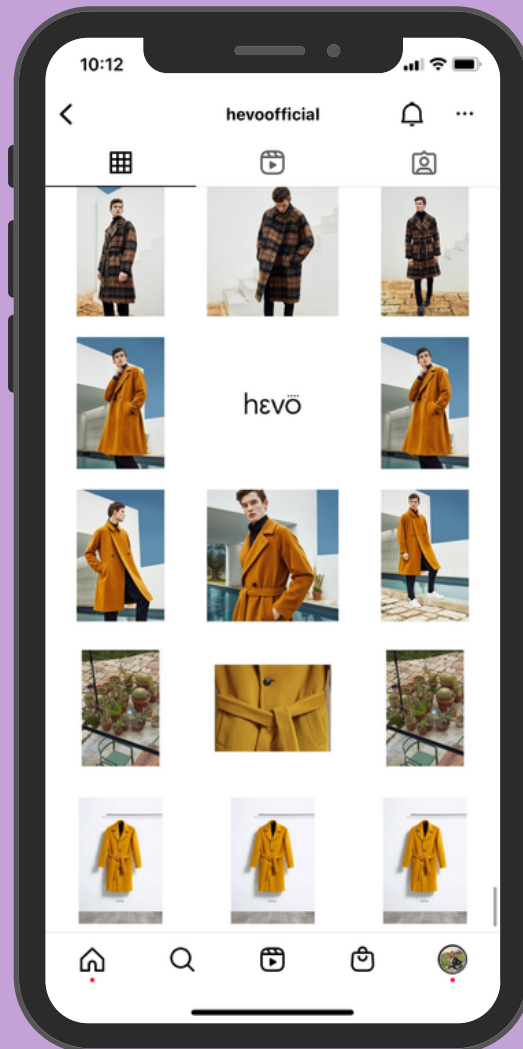
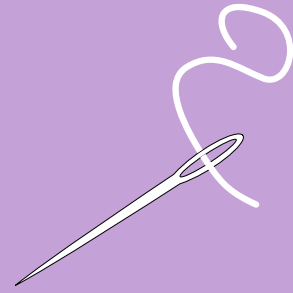


Link Social: (management until November 2019)

https://instagram.com/akuaketa_italy?igshid=YmMyMTA2M2Y=



Hevo



Link Social: (management until November 2019)

<https://instagram.com/hevoofficial?igshid=YmMyMTA2M2Y=>



Mi piace: 29
hevoofficial Spotted

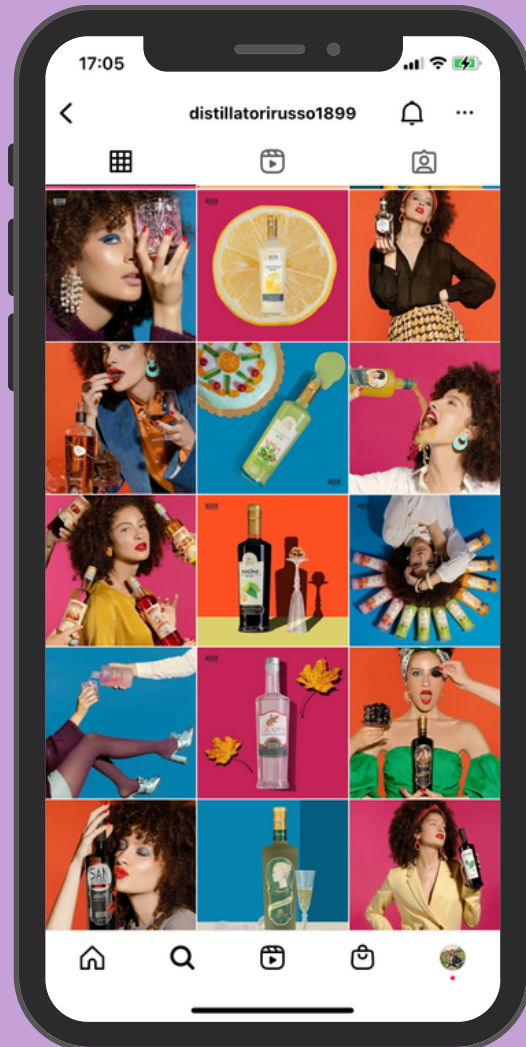


Mi piace: 32
hevoofficial Details



Mi piace: 82
hevoofficial eco-sustainable ideas [#madeinpuglia](#)

Distillatori Russo 1899



Link Social: (management until March 2021)

<https://www.facebook.com/russo1899>

<https://www.instagram.com/distillatorirusso1899/?hl=it>

Distillatori Russo 1899 si trova presso Amalfi Coast.
16 ottobre 2020 · 🌐

Il Limoncello 🍋

Parte della nostra tradizione! 💛



Distillatori Russo 1899
9 novembre 2020 · 🌐

Il prodotto per eccellenza della nostra terra: il Limoncello! 💛

🍋100% bucce di limoni IGP Costa d'Amalfi



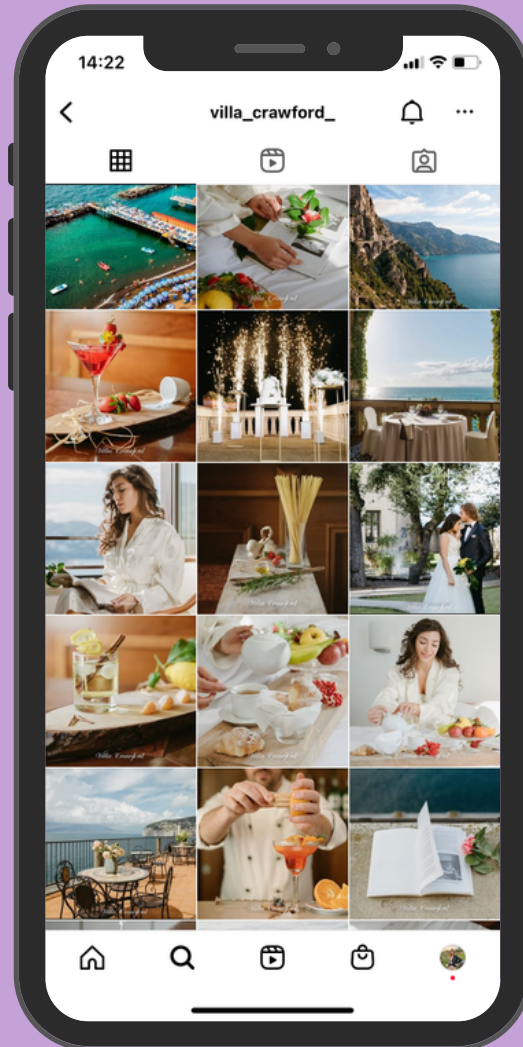
Distillatori Russo 1899
5 agosto 2020 · 🌐

Vacanze Italiane 🇮🇹💛

Sole, giro in barca e..Limoncello! 🍋🍋



Villa Crawford



Link Social: (management until December 2021)

<https://www.facebook.com/villa.crawford>

https://www.instagram.com/villa_crawford/?hl=it

Villa Crawford si trova presso Villa Crawford.

2 luglio 2021 · Sant'Agnello · 🌐

sono i luoghi più affascinanti di Sorrento? Quali sono le attività più interessanti che tra meravigliosa costiera? 🍋
ta il tuo soggiorno a Villa Crawford, saremo lieti di darti tutti i consigli per farti vivere un'esperienza indimenticabile! 💙

Nuovo Rione Cappuccini, 2, Sant'Agnello (NA)
18073084 / 0818073214
o@villacrawford.it



Villa Crawford

15 giugno 2021 · 🌐

La felicità è fatta di attimi e cose semplici 🍷
Regalati un'esperienza indimenticabile a Villa Crawford ✨

📍 Via Nuovo Rione Cappuccini, 2, Sant'Agnello (NA)
☎ 0818073084 / 0818073214
✉ info@villacrawford.it



Villa Crawford si trova presso Villa Crawford.

5 ottobre 2020 · Sant'Agnello · 🌐

🇮🇹 Specialità dal nostro menù! 🍴

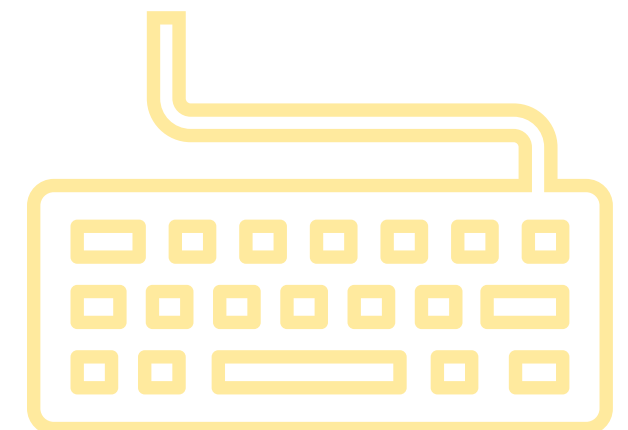
- Veli di salmone affumicato ai trucioli di ciliegio
 - Insalatina di gamberi agli agrumi
 - Seppie con scarole e mandorle
- ___... Altro...



Copywriting & SEO

Copywriting & SEO activities

- Study of brand identity
- Analysis and study of critical issues of past website (if there is one)
- Study of competitors
- Keywords study
- Website structure analysis
- Organization of sitemap
- Study of the information provided by the customer
- Creation of texts from a SEO perspective
- Compilation of the SEO form (with plugin in Wordpress)
- New content for blog articles
- Article writing from a SEO perspective
- Fill out of the SEO form in the article (with plugin in Wordpress)



Brisco

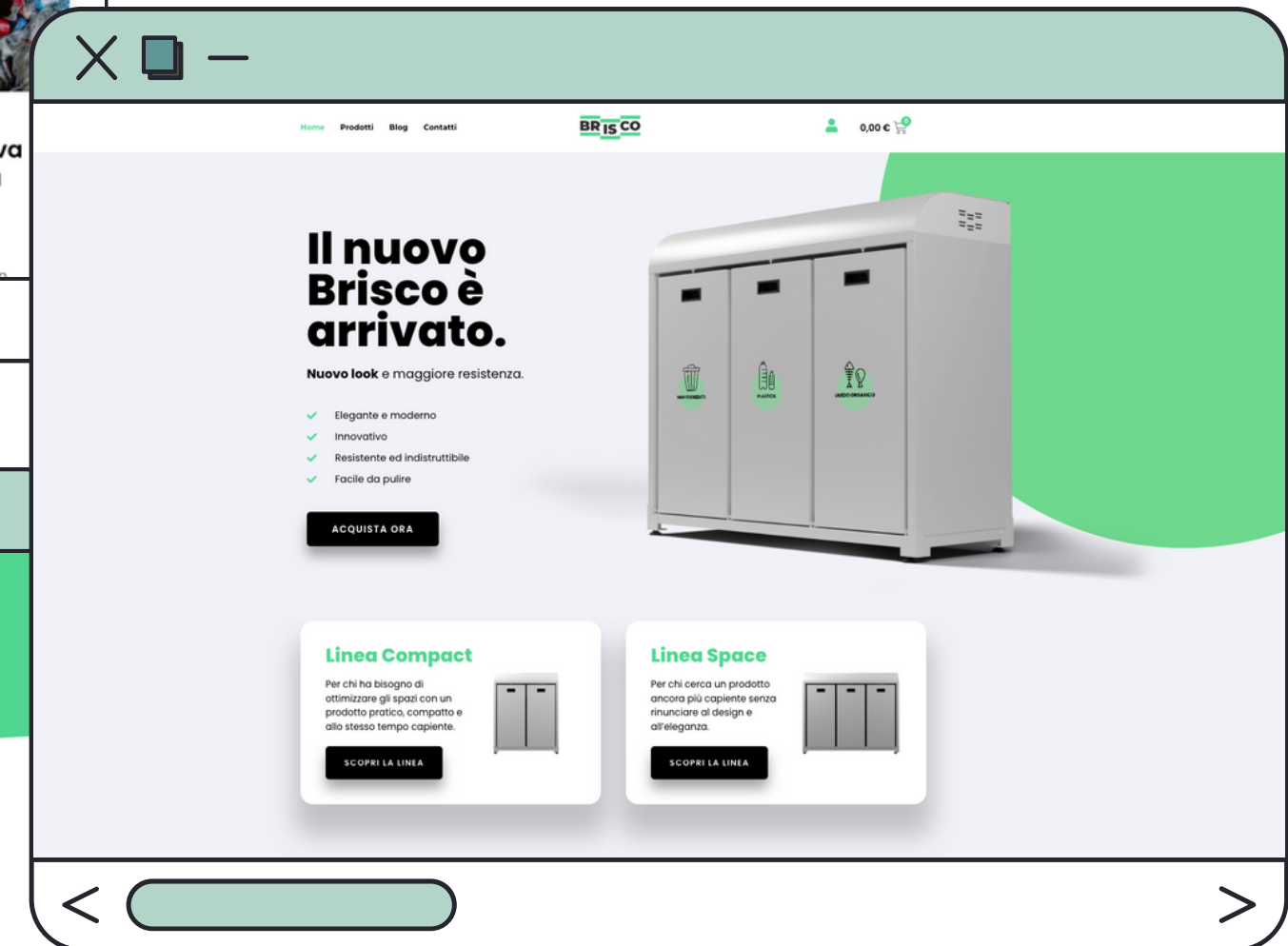
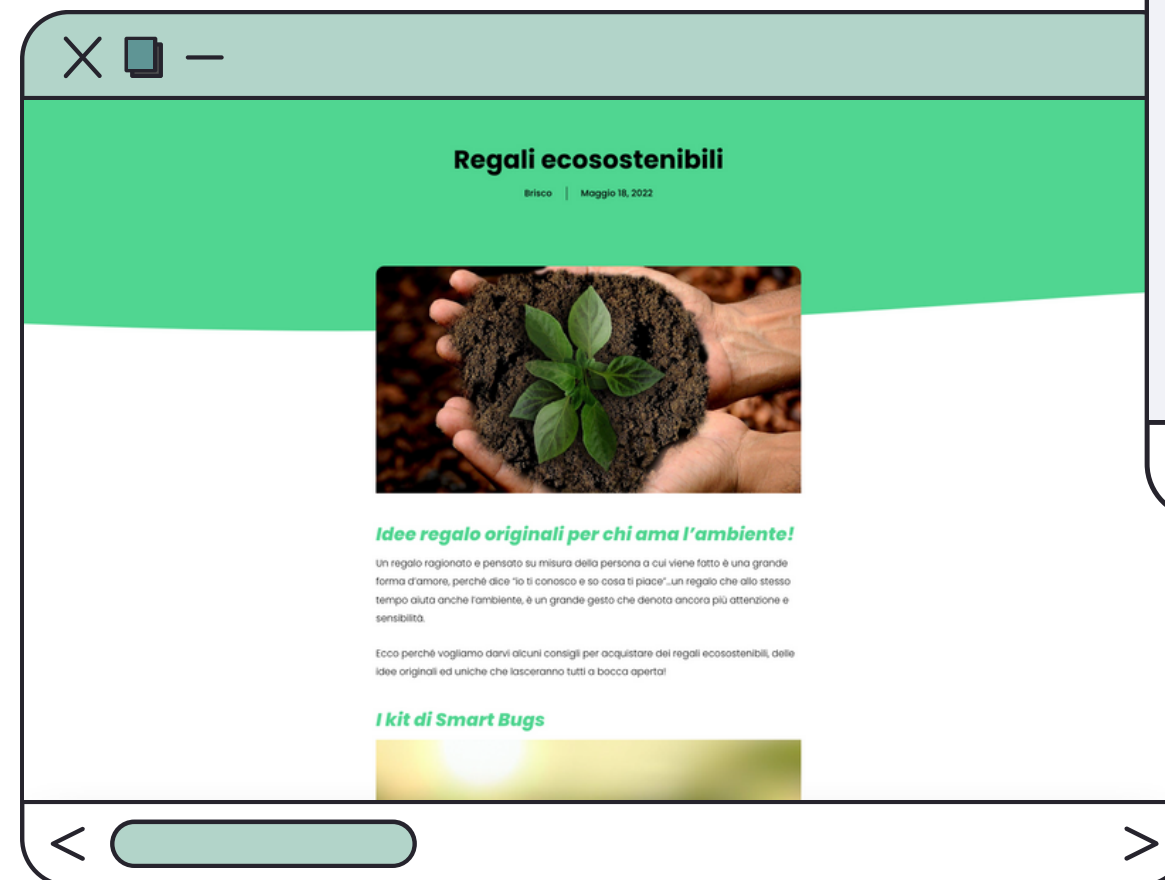
Link

Sito web:

<https://www.brisco.it/>

Blog:

<https://www.brisco.it/blog/>



SerLam

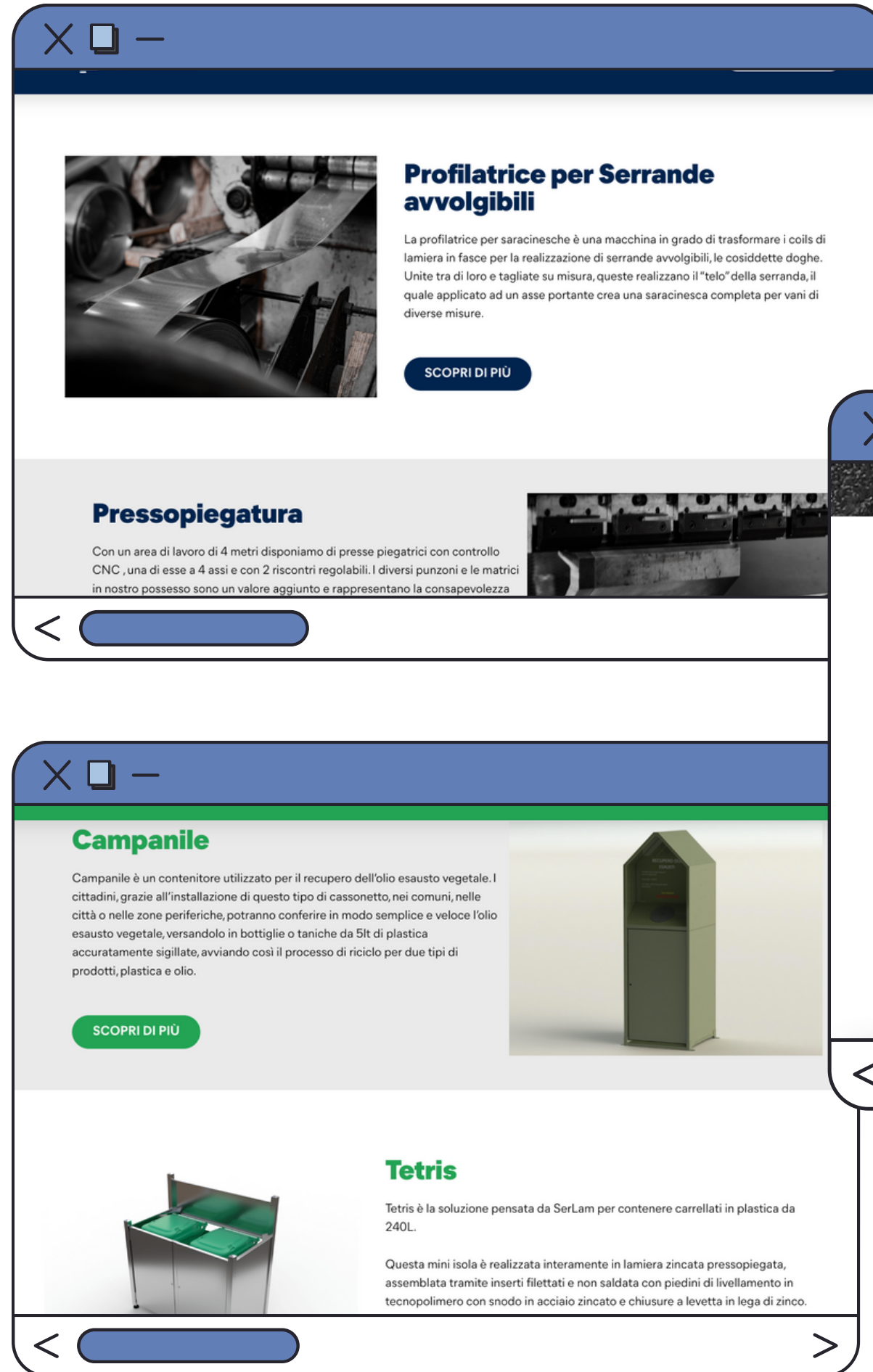
Link

Sito web:

<https://serlam.it/>

Blog:

<https://serlam.it/blog/>



SportActive

Link
Sito web:
<https://sportactivessdrl.it/>



E-mail, WhatsApp & Graphic content

E-mail marketing

- Creation of graphic materials for contact form and email
- Creating the contact form with Sendinblue
- Promotional email creation with Sendinblue
- Campaign creation and email sending with Sendinblue

WhatsApp business

- Product catalog update
- Text and graphics creation
- Sending message to customers

Graphic content (with Canva)

- Creation of graphics for social media (post, stories, Facebook cover)
- Creation of graphics for website
- Creation of graphics for contact form and email
- Creation of posters and brochures
- Creation of digital magazines



E-mail marketing

Contact form

Gallery

Scopri il magico Natale di Gallery!



OTTIENI IL TUO SCONTO SPECIALE!

Compila il modulo e ricevi subito il tuo sconto da utilizzare sulle decorazioni natalizie fino al 24 Dicembre! 🎁

Nome*

Cognome*

Email*

Cellulare*

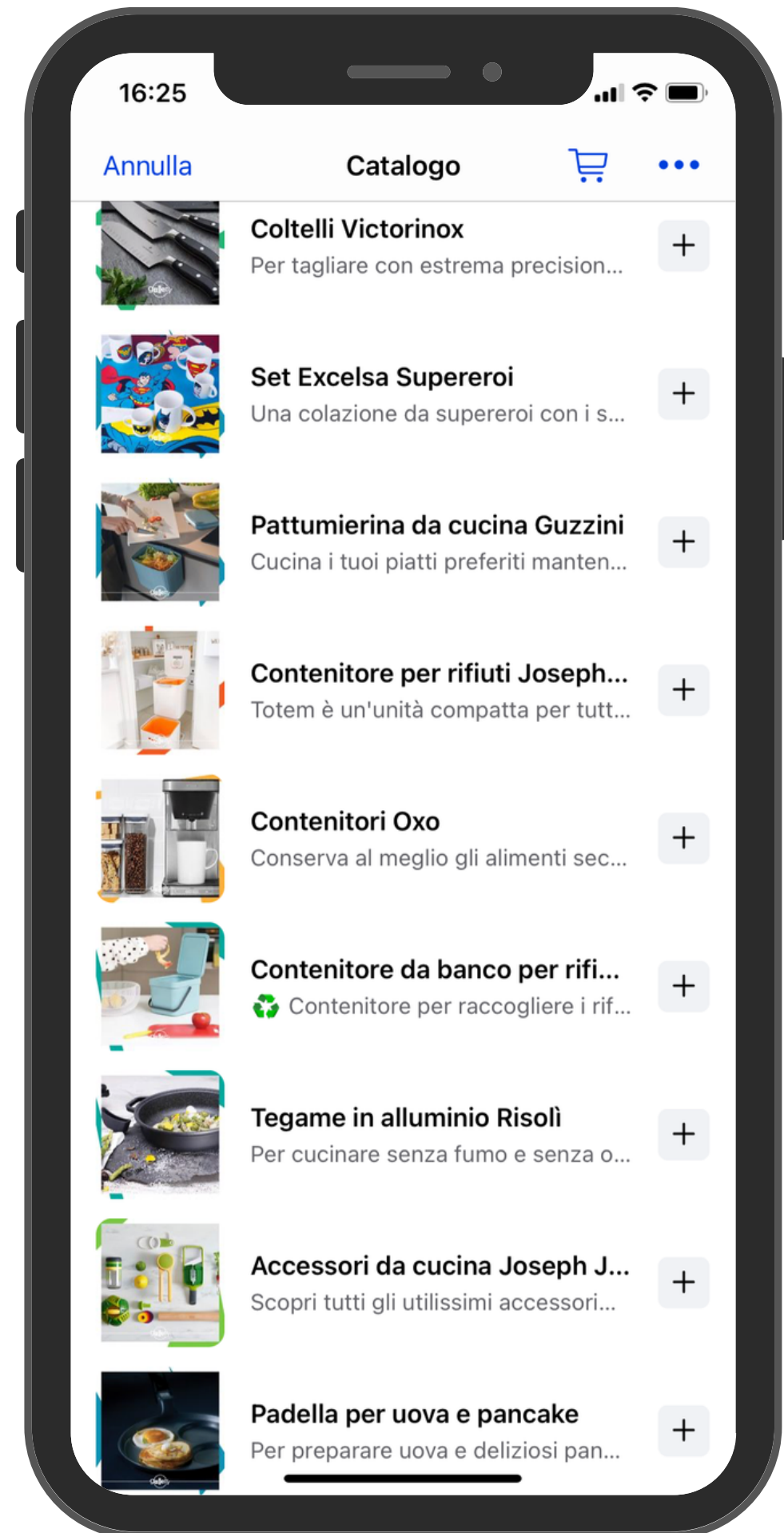
 +39

RICHIEDI IL TUO SCONTO

E-mail with promo



WhatsApp business



Graphic content

Digital magazine



Poster



Powerpoint presentation with Excel data

Merchandising Assistant activities

- Study and data analysis
 - Study of fashion collection
 - Excel data processing
 - Creation of charts and tables to present data
 - Creation of advanced Power Point presentation
- (Monthly report, best & worst seller, collection presentation, and more)



BEST AND WORST SELLER – AW22/23

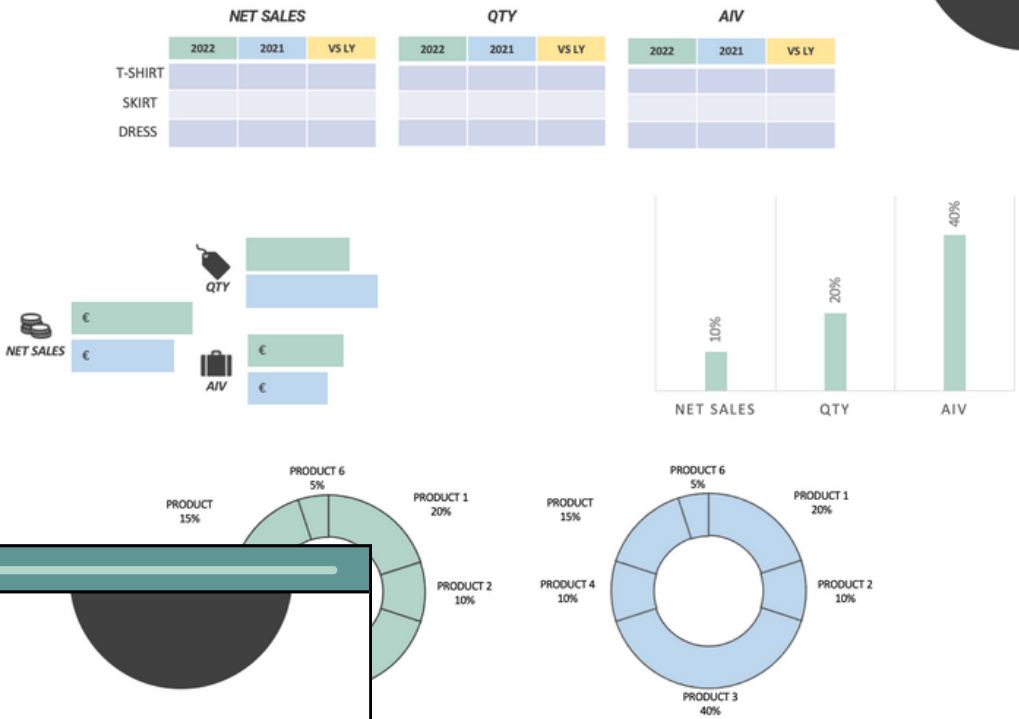


BEST SELLER

CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT
PHOTO	PHOTO	PHOTO	PHOTO	PHOTO	PHOTO
UNITS €	UNITS €	UNITS €	UNITS €	UNITS €	UNITS €

WORST SELLER

CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT	CODE NAME PRODUCT
PHOTO	PHOTO	PHOTO	PHOTO	PHOTO	PHOTO
UNITS €	UNITS €	UNITS €	UNITS €	UNITS €	UNITS €



FATAL PRICING

	CURRENT PRICE	PROPOSED PRICE
PHOTO	€ 100,00	€ 70,00
CODE NAME PRODUCT		
PHOTO	€ 200,00	€ 150,00
CODE NAME PRODUCT		
PHOTO	€ 350,00	€ 250,00
CODE NAME PRODUCT		
PHOTO	€ 400,00	€ 350,00
CODE		

MARKDOWN LIST PROPOSAL

- NOT ON SALE
- ON SALE

PHOTO	PHOTO	PHOTO	PHOTO
NAME PRODUCT CODE	NAME PRODUCT CODE	NAME PRODUCT CODE	NAME PRODUCT CODE
PHOTO	PHOTO	PHOTO	
NAME PRODUCT CODE	NAME PRODUCT CODE	NAME PRODUCT CODE	



I'm waiting for you!

Contacts

Telephone: 327 1818353

E-mail: ilariamarino28@gmail.com

Social Network

Linkedin: <https://www.linkedin.com/in/ilaria-marino-b1146493/>

Instagram:
<https://www.instagram.com/ilariamarino3/?hl=it>

Facebook :
<https://www.facebook.com/ilaria.marino.50/>

TikTok:
<https://www.tiktok.com/@ilariamarino5>

Website

[www. cupmode.it](http://www.cupmode.it)



Ilaria Marino