

Professional Summary

I bring four years of hands-on experience in digital marketing and sales, delivering content, campaigns, and enablement that convert.

My goal is to build a career as CMO for forward-thinking brands, championing innovation, tech-led experiences, and sustainable growth tied to the Global Sustainable Development Goals.

Languages

Italian (Native)
English (Fluent, C2)
French (Basic, A1)

Education & Courses

- **Attendance course in Web Development** (Epicode) | *Dec 2025 - Jul 2026*
- Secondary School Diploma in Classical Studies - Liceo Classico Pellegrino Rossi, *2011 - 2016*
- Bachelor's Degree in Communication, Media & Advertising - IULM University, *2017 - 2022*
- Content Creation & Strategy for Podcasts (Masterclass) - *2023*

Tools

- Excel, Word (Intermediate)
- SEO & Analytics: GA4, SEMrush, Google Trends
- Creative tools: Canva, basics of Adobe Creative Cloud (Photoshop, Illustrator, Adobe Express, Premiere Pro, Adobe Font), CapCut, Captions
- Newsletters: Brevo, Marketo
- Project Management: Trello, Notion, Slack, Asana, Podio, Workfront
- E-commerce: Shopify, Amazon KDP
- CRM: Hubspot
- Website creation: VSC, Github, Vercel, React, Mongo DB

Contact details

Based in Italy

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CHARLOTTE PICCINETTI

Professional Experience

Client Advisor - Officina Profumo Farmaceutica SMN

Forte dei Marmi | *Jul 2025 - Sep 2025*

Provided personalized service to an international clientele while supporting daily sales reporting, communications and store operations during the high season.

Digital Marketing Automation Specialist - Heed Pharma

Marina di Massa | *Feb 2025 - May 2025*

Led content, product launch and marketing automation initiatives to strengthen Heed Pharma's positioning within the national healthcare market and engage healthcare audiences.

Inside Sales - AiGot

Pisa | *Nov 2024 - Feb 2025*

Managed B2B outreach, email campaigns and CRM activities for IT and automation solutions, supporting lead generation, sales pipeline development and funnel optimization.

Social Media Marketing Manager - Semplicissimo Srl

Talent Garden Isola, Milan | *Apr 2024 - Aug 2024*

Managed social content, SEO and WordPress activities, using performance insights to optimize the digital presence and increase engagement by 20%.

Growth Manager - Sato Code

Talent Garden Calabiana, Milan | *Mar 2023 - Dec 2023*

Led integrated growth initiatives across sales, paid media, content, PR, influencer marketing and discovery platforms, contributing to a 30% increase in monthly leads.

Fragrance Consultant - I-Model

Tuscany / Lombardy | *2022 - Jul 2026 (Weekends and public holidays)*

Provided personalized fragrance consultancy and sales support, combining customer experience, product knowledge, merchandising and daily retail operations.

Social Media Manager - Beyond Music Promotion

Hybrid, Milan | *Apr 2022 - Sep 2022*

Managed social media, paid campaigns and audience engagement for emerging music artists, strengthening digital presence and community growth through content and trend-led strategies.

Social Media Management Intern - Canyon Entertainment Group

Music & Entertainment Group | *Apr 2022 - Jul 2022*

Created SEO-driven editorial and social content, conducted artist interviews and developed visual assets to strengthen digital storytelling and organic audience reach.

International Mobility Support - International Mobility Office

IULM Univerity, Milan | *Oct 2019 - Oct 2020*

Supported international students throughout cross-border educational processes while coordinating administrative activities, internal stakeholders and international events.