

CHIARA FALZI

DIGITAL MARKETING & COMMUNICATION

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PROFILE

Strategic Communication MSc student at IULM Milan, educated across Italy, France and the United States — EsaBac dual diploma, a high school year in the US, C2 English. About one year of agency and in-house experience across social media, content and digital advertising: editorial plans for multiple client accounts, Google Ads campaigns and reporting, and the English-speaking contact for international clients. In team projects I am the one who keeps people and deadlines together: I coordinated the team on the Mars Inc. project and I am project manager for the Luxury Society IULM student association. Looking for a marketing internship in the beauty industry.

PROFESSIONAL EXPERIENCE

Digital Strategist

Persone e Organizzazioni · 2024 – present

- Designed the company's new website and managed its content, producing both visuals and copy
- Managed Google Ads campaigns, monitoring performance and delivering regular results reports
- Ran the company LinkedIn page, from post concept to publication

Marketing & Social Media Intern

PopWave, Modena · 03/2025 – 06/2025

- Built editorial plans and scheduled publishing across the agency's client social accounts
- Wrote newsletters sent to client mailing lists
- Acted as the English-speaking contact for international clients

Digital Marketing Intern

Tracce Srl, Modena · 01/2025 – 02/2025

- Supported the Digital Marketing Specialist in producing client campaign performance reports
- Managed the relationship with a US client as the English-speaking contact

Social Media Intern

PopWave, Modena · 02/2024 – 05/2024

- Wrote social media editorial plans for several of the agency's clients
- Managed and scheduled the publishing calendar across social channels

SKILLS

Social media and content strategy · Editorial planning and publishing calendars · Copywriting · Email marketing and newsletters · Google Ads campaigns · Web analytics and reporting · Market research and competitor analysis · English-language client management

TOOLS

Google Analytics 4 · Google Ads · Google Tag Manager · Meta Business Suite · Mailchimp · TikTok Studio · Semrush · WordPress · Canva · CapCut · Microsoft Excel, PowerPoint, Word · Generative AI tools

LANGUAGES

Italian	Native
English	C2
French	B2
German	A2

CERTIFICATIONS

Google Analytics

Google · 2026

Google Ads

Google · 2026

Content Marketing

HubSpot · 2026

Advanced Excel

LinkedIn · 2026

PROJECTS AND ADDITIONAL EXPERIENCE

Sustainability communication plan for Mars Inc.

Group project, IULM Milan · 2026

- Coordinated the project team: task allocation, progress tracking and deadline management
- Audited Mars' corporate communication in Italy — positioning, touchpoints, competitor benchmark, consumer survey and SWOT analysis
- Defined SMART objectives and a 12-month plan built on three tactics (social and cross-channel presence, pop-up event, influencer video series), with a €50,000 budget and a KPI framework across outputs, outcomes and impacts

Project Manager

Luxury Society IULM, Milan · 04/2026 – present

- Created and managed the student association's LinkedIn page: editorial plan, content and channel growth

Private English Tutor

Self-employed, Modena · 2022 – 2024

- Taught up to 10 students, both adults and teenagers, on individual learning plans
- Prepared adult learners for language certifications and for roles requiring English

EDUCATION

MSc in Strategic Communication

IULM University, Milan · 2025 – present

Taught in English

BSc in Digital Marketing

University of Modena and Reggio Emilia ·

2022 – 2025

High School Diploma — EsaBac programme

Liceo Muratori-San Carlo, Modena · 2017 – 2022

Dual Italian-French diploma

High School Diploma

Hamilton High School, United States ·

2020 – 2021

Exchange year

AVAILABILITY

University-approved internship (IULM agreement).

Available from January/February 2027.

Preferred location: Milan.