



RICCARDO LOIZZO

SOCIAL MEDIA ENTHUSIAST

+393292288466

RICCARDOLOIZZO@GMAIL.COM

SKYPE: RICCARDOLOIZZO

LinkedIn: WWW.LINKEDIN.COM/IN/RICKYLOIZ

OBJECTIVE

Professional career in marketing and communication oriented towards strategic roles and responsibilities.

RESUME

I'm a social media enthusiast with more than three years experience in social media management. I impart my enthusiasm in digital marketing and social media communication to the students through courses at IED University. I am a problem solver, used to work under pressure in dynamic context. I have strong skills in presentation and teamwork too.

LANGUAGE SKILLS

	Italian	☆☆☆☆☆
	English	☆☆☆☆☆
	German	☆☆☆
	Spanish	☆☆☆

SOCIAL MEDIA SKILLS

Strategy	☆☆☆☆
Editorial Plan	☆☆☆☆☆
Special Project	☆☆☆☆
Advertising	☆☆☆☆☆
Report	☆☆☆☆☆
Analytics	☆☆☆☆
Copywriting	☆☆☆
Graphic Design	☆☆
Live event	☆☆☆☆

IT SKILLS

Microsoft Office	☆☆☆☆☆
Google Analytics	☆☆☆☆
Google Ads	☆☆☆
Photoshop	☆☆

SOFT SKILLS

Presentation	☆☆☆☆
Problem Solving	☆☆☆☆☆
Teamwork	☆☆☆☆
Team Leader	☆☆☆☆
Public Speaking	☆☆☆☆
Proactivity	☆☆☆☆☆

PROFESSIONAL EXPERIENCE

UNIVERSITY TEACHING PROFESSOR - 3 months

IED Istituto Europeo di Design • Oct 2018 – in progress

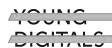


Digital media marketing & communication (Italian and English courses)

Social media communication (Italian and English courses)

Fashion Marketing e Digital Media Strategy module leadership

SOCIAL MEDIA MANAGER - 3+ years



YOUNG DIGITALS • Oct. 2017 – in progress

Planning of social strategies, drafting of editorial plans, advertising activation, copywriting and content creation, analysis and reports, special projects.

Clients: Gas Jeans, Maliparmi, Carrefour, Arper



SIMPLE AGENCY – DENTSU AEGIS GROUP • June 2016 – May 2017

Planning of social strategies, drafting of editorial plans, copywriting and content creation, analysis and reports, social coverage of sporting and television events, special projects.

Clients: Sky Sport, Sky Sport F1HD, Sky Sport MotoGP, Sky Uno, Unibet



MIA MEDIA COMPANY • June 2015 – May 2016

Development of digital and social strategies, consulting and development of communication on digital media, designing brand content for web and TV, management of social influencers.

Clients: Ares Production, Atlanta Place, Francesco Fragomeni

MARKETING EXECUTIVE – 6 months



ALTREFORME – FONTANA GROUP • Apr. 2014 – Sept. 2014

Development of marketing strategies for the "altreforme" brand, management of digital channels, promotion during trade fairs.

OTHER EXPERIENCE

SOCIAL MEDIA MANAGER - POLITICAL MOVEMENT, Oct. 2012 – Feb. 2013

OPERATION EXECUTIVE - BANK BCC CARATE BRIANZA, June 2007

ADMINISTRATION EXECUTIVE - INVERNIZZI PRESSE, June 2006

EDUCATION



COMMUNICATION FOR BUSINESS, MEDIA AND ORGANIZATIONS

Master's Degree – 2014 Università Cattolica, Milan



DIGITAL MARKETING COMMUNICATION, PR AND EVENT MANAGEMENT

Focus Program Abroad – 2013 Boston University



ECONOMICS AND BUSINESS ADMINISTRATION

Bachelor's Degree – 2012 Università Cattolica, Milan

EXTRAPROFESSIONAL EXPERIENCES



Rotaract Member
2008-present



Football Referee
2013-2016



World Traveler
35+ countries



International experiences

INTERESTS



Fashion



Sport



Serie Tv