



Gabriele Napoli

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Date of birth: 19/08/1996 **Nationality**: Italian

WORK EXPERIENCE

[12/07/2022 – Current]

Marketing and Digital Communication Assistant

Bullshark.studio <https://bullshark.studio>

Address: Malta

City: Birkirkara

Country: Malta

Business or sector: Information and communication

Frontend website design

Backend website development

E-commerce products creation

Contents writing for social media and Google

Website analysis to improve user conversion

Keyword research (SEO)

[15/09/2016 – 03/05/2018]

Marketing support

Digital Magics Palermo

Address: Via Lincoln 21, Palermo, Italy

City: Palermo

Country: Italy

- Marketing consulting for startups

- Social Media Marketing

- Applications of neuromarketing to improve users conversion

[07/04/2017 – 07/10/2017]

Political campaign officer

Alessandro Trinca

Address: Palermo, Italy

City: Palermo

Country: Italy

- Writing political speeches and run election campaigns. Managing the public person and building a political identity

[04/06/2016 – 05/06/2017]

Junior Marketing Manager

Smartisland <http://smartisland.it/>

Address: Niscemi, Italy

Brand identity

Management social media

[04/02/2018 – 04/06/2018]

Human resources manager

Smartweb

Address: Palermo, Italy

- administration activities
managing a team, invoices, relationship with customers
- brand identity
- customer engagement strategies

[02/11/2017 – 04/01/2018]

face-to-face fundraisers for ONG

Stars Marketing Srls <https://www.starsmarketing.it/>

Address: Palermo, Italy

- Communications strategies for customer engagement in street and indoor, offering humanitarian aid (**Save The Children, UNHCR, Telethon**)

[10/06/2019 – Current]

Sales and marketing managers

Fiori d'Arancio srl <https://fioridarancio.shop/>

Address: Via Santa Rosalia 9, 92020, Santo Stefano Quisquina

City: Palermo

Country: Italy

- Managing and building sales representative in all Europe.

[22/09/2019 – 31/01/2020]

Shop manager

La Bottega del Tartufo <https://www.labottegadel tartufo.it/en/home>

Address: Karlova 185/10, Praha

Country: Czechia

Business or sector: Accommodation and food service activities

Management of the entire store, staff, goods (**shelf marketing**), staff recruitment and shifts organisation. Training for new employee.

EDUCATION AND TRAINING

Liceo Classico

IISS Luigi Pirandello

Address: Bivona, Italy

Knowledge of the ancient *Greek* and *Roman* languages

[15/06/2014 – 08/05/2015]

ECDL

AICA

Address: Bivona, Italy

Knowledge of Microsoft Office and computer technology skills

[06/01/2015 – 15/03/2015]

Development technician and agricultural business activity.

Vocational training structure organization

Address: Bivona, Italy

- Analysis and monitoring business activity (products)
- Communication strategies and products packaging

[26/06/2013 – 09/07/2013]

Certificate of English

British Council

Address: Liverpool, United Kingdom

Certificate of english progress, dialogue and writing

[14/03/2022 – 08/04/2022]

Social Media Specialist

Jobbing Centre

Address: Viale Sabotino, 22, 20135, Milano, Italy

LANGUAGE SKILLS

Mother tongue(s): Italian

Other language(s):

English

LISTENING B2 READING B1 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B2

ORGANISATIONAL SKILLS

Organisational skills

- Team management, acquired during the experience in Smartweb and La Bottega del Tartufo

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

- Good skills for selling products and services, using strategies acquired during my experience as a seller

JOB-RELATED SKILLS

Job-related skills

Web site building on elementor, wordpress and woocommerce

SEO strategy

Social Media Marketing