Eleonora Moretti

MARKETING & COMMUNICATION

I'm an highly motivated and result-driven graduate in marketing management with experience between digital, sales and communication and a strong passion for marketing.
Fast learner always eager to take on new challenges!

CONTACT

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SKILLS

- MS Office Proficiency
- SAP
- COSMOS
- WordPress
- Mediadress
- Affable
- Facebook Business Manager
- Knowledge of Social media
- Canva graphics & Zoomifier
- Intense commitment and motivation
- Creativity and curiosity
- Project management and organizational skills
- Attention to details and problem solving skills

EDUCATION HISTORY

LUISS Business School 2020-2022

Master in Marketing Management - Major in Digital Marketing

Universidad Complutense de Madrid

Comunicación audiovisual
Erasmus Exchange Program – 9 months

University of Roma Tre 2016-2020

Bachelor degree in DAMS - Cinema, Television and new media

LANGUAGES

- Italian
- English
- Spanish
- French

WORK EXPERIENCE

Spencer and Lewis

2023

Role: PR and Media Relations Assistant

Client: **Sony Interactive Entertainment - PlayStation Italia**

- Strategic planning of integrated communication campaigns and their operational implementation
- Influencer Marketing management
- Press releases, press kit and media monitoring reports
- Recall activities and mailing list building

Warner Bros. Entertainment

2022

Role: Sales Administration, TV licensing & Affiliate Sales

- Support in solving all issues connected to the license of content
- Check and prepare accurate availability lists for clients for all categories of products
- Prepare and share internal presentations/documents to align other WB's teams

- Marketing Support:
- Clients event organization (local LA screenings)
- Pre-sales support: Pitch deck creation through zoomifier, one pager spotlight;

MIA| International Audiovisual Market

2021

Role: Digital Marketing

- Social Media management and ADV planning
- Web editing and SEO
- Monitoring and management of the website (CMS)
- Support to the virtualization project of the MIA Digital event