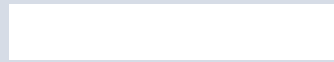




STEFANO CAPRETTI

PR, COMMUNICATION & MARKETING SPECIALIST



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IN A BLINK OF AN EYE EVERYTHING CAN CHANGE. BE READY, STAY CALM AND BE KIND



WHAT I STUDIED

MASTER DEGREE IN MARKETING, PR,
PUBLIC AFFAIRS AND COMMUNICATIONS
(2011, MARK 110 /110)

BACHELOR DEGREE IN POLITICAL
SCIENCES
(2008 - MARK 103/110)



MY BEST RESULTS

- FINALIST AT SABRE AWARDS FOR CREATIVE D-LINK CAMPAIGNS (2).
- REWARDED ADV STRATEGY & PLANNING FOR DKV
- MY REPORTING USED AS EMEA TEMPLATE (DKV)



MY SOFT SKILLS

- CREATIVE & LATERAL THINKING
- RESULTS ORIENTED
- RELIABLE & PRECISE
- MULTITASKING
- GOOD STRESS MANAGEMENT
- FRIENDLY & TEAMWORKING

MORE ABOUT ME



MY JOB



BUSI GROUP

2021 - CURRENT

COMMUNICATION & MARKETING SPECIALIST
WASTE MANAGEMENT SECTOR

B2B COMMUNICATION, SOCIAL MEDIA, EVENTS, INTERNAL COMMUNICATION & BRANDING.



LEWIS

2012 - 2021

PR & MARKETING SPECIALIST

IN INTERNATIONAL PR & MARKETING AGENCY
FOCUS: TECH, INDUSTRIAL, RETAIL

MAIN B2C CLIENTS & FIELDS

- D-LINK - NETWORKING
- ZUMBA - FITNESS
- MY ENGLISH SCHOOL - SERVICE INDUSTRY
- PURE - DAB RADIOS

MAIN B2B CLIENTS & FIELDS

- OMRON - INDUSTRIAL AUTOMATION
- D-LINK - NETWORKING
- CHECK POINT - CYBERSECURITY
- DKV - TRANSPORTS AND LOGISTICS
- MANHATTAN ASSOCIATES - RETAIL



MY SKILLS & ACTIVITIES

PR	● ● ● ● ● ● ● ● ● ●
CREATIVE WRITING	● ● ● ● ● ● ● ● ● ●
REPORTING	● ● ● ● ● ● ● ● ● ●
COMM. STRATEGY	● ● ● ● ● ● ● ● ● ●
EVENTS MANAGEMENT	● ● ● ● ● ● ● ● ● ●
SOCIAL MEDIA	● ● ● ● ● ● ● ● ● ●
ADV PLANNING	● ● ● ● ● ● ● ● ● ●
DIGITAL MARKETING	● ● ● ● ● ● ● ● ● ●
MARKETING RESEARCH	● ● ● ● ● ● ● ● ● ●
DATA ANALYSIS	● ● ● ● ● ● ● ● ● ●

I AUTHORIZE DATA TREATMENT