



JUNIOR DIGITAL MARKETER E-COMMERCE SPECIALIST

ARIANNA POLLETTA

My portfolio

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ABOUT ME

Passionate about digital innovation.
I'm a curious person and I think this is one of the secrets to success.

I'm a visual design lover and communicating effectively through a single image is rewarding.

I consider teamwork constructive and effective, but I also consider working alone as good training to challenge myself.

Hobbies;
I love traveling, drawing, music, sport, food, and design.

It's not my cup of tea;
Discrimination of all kinds, not listening, and rudeness.

Please note for the UK:

I have the right to work and live in UK with permanent permission.

WORK EXPERIENCES

Junior Digital Marketer

MitaGroup / Milan-London / January 2024

- Creation and organization of editorial plans for Facebook and Instagram.
- Creation and publication of graphics and storytelling using Adobe suite and Canva.
- Planning and strategizing posts, stories, and reels through Meta Business Suite.
- Managing relationships with current and new clients via social media and email.

E-commerce & CRM

Italian Top Quality / Remote / Nov 2023 - Feb 2024

- I search for potential customers who have certified food products to include in the e-commerce portal.
- I carry out a market analysis of the products and contact selected customers to create a collaboration.
- I insert the products into the portal through woocommerce, and then I take care of the visual and SEO parts.

Marketing & Graphic Assistant Volunteer

Fawlts / Remote / January 2023

Through Canva's tool, I create Social Media posts, following the identity of Fawlts.

MAIN TOOLS

Shopify	4/5
Figma	3/5
Wix	4/5
Wordpress	3/5
Google Analytics 4	3/5
Google Ads	4/5
MailChimp	3/5
Adobe Suite	4/5
Photoshop	3/5
Canva	5/5
Microsoft Suite	4/5

LANGUAGES

- Italian
Mother tongue
- English
Advanced level
- Spanish
Basic level

E-Commerce Inventory Management

Bike Store / Rome / Feb 2021- Dec 2022

- Responsible for the store inventory with contains more than 2000 items, managing all assets' life cycles and understanding of many b2b's suppliers.
- Maintain the management system up to date, creating new entries with appropriate descriptions and photos for each product that will be posted on the E-Commerce site.
- With the support of WordPress diligently organize the product categories keeping all the information up to date and care of the SEO part.

OTHER WORK EXPERIENCE

Assistant General Manager

Homeslice / London / 2018-2020

Waitress

The Blues Kitchen / London / 2017-2018

Waitress

Belgo Soho / London / 2015-2017

EDUCATION

Digital Marketing Specialized in E-Commerce

Start2Impact University / May 2020-May 2023

- Master in E-commerce, vote 1500/1500

Copywriting Creative workshop

Creativa /December 2022 - 10 Lessons

Each lesson is focused on a different literary genre, and through creative writing, all participants had the opportunity to explore their style.

Course CPD for:

LCCA college / London / 2018 / 4 weeks

- Typography
- Illustrator
- Computer graphic application

Tourism Marketing Diploma

Nicola Garrone High school / 2006-2011