



# Ludovica Cerini

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**Date of birth:** 26/9/90 | **Nationality:** Italian | **Gender:** Female | (+39) 3387046809 |

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## ● WORK EXPERIENCE

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1/11/20 – CURRENT – Pisa, Italy

**PHD STUDENT - DEPARTMENT OF PHILOLOGY, LITERATURE, AND LINGUISTICS** – UNIVERSITY OF PISA

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- **Research Project:** Analyzing Conceptual Metaphors through Identification and Detection Computational Models
- Member of the CoLing Lab of University of Pisa

30/4/20 – CURRENT – Pisa, Italy

**SEO SPECIALIST AND MARKETING&COMMUNICATION MANAGER** – DECLAR

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- Definition of Communication and Marketing strategies
- Development of Communication and Marketing plans
- Relationship with customers
- Marketing Campaign monitoring
- Creative team supervision
- Social Media Team supervision
- SEO Management of websites
- Copywriting

5/2/17 – 29/4/19 – Pisa, Italy

**COMMUNICATION MANAGER** – NOVASOON

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- Development of Communication plans
- Development of web advertising campaign
- SEO Writing
- Copywriting
- Social Media Management

1/11/17 – 31/1/19 – Ceglie Messapica, Italy

**COMMUNICATION CONSULTANT - GO DEEP PROJECT** – PUNES PRODUZIONI

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- Support in development of European communication campaign of the project "Go deep, Go beyond"
- Copywriting for "Go deep and Go Beyond - The Exhibition"
- Translator
- Audio-visual writing

5/10/17 – 10/10/17 – Pisa, Italy

**SOCIAL MEDIA TEAM** – INTERNET FESTIVAL

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- Live Reporting on Internet Festival social media

12/9/16 – 11/10/17 – Pisa, Italy

**NATIONAL CIVIL SERVICE** – ASC PISA - CENTROPASSI

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- Development of advertising campaign for "NEET on Net" project
- Designing training programs for NEETS
- Blogging
- Copywriting

1/6/16 – 11/9/16 – Firenze, Italy

**CUSTOMER CARE AGENT** – AVIS BUDGET GROUP

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- Public relations

- Customer support

1/10/15 – 1/11/15 – Bari, Italy

**INTERN – PUBLIC RELATIONS OFFICE - UNIVERSITY OF BARI**

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- Front-office
- Public relations

1/6/12 – 1/9/12 – Amsterdam, Italy

**INTERN – ITALIAN CULTURAL INSTITUTE OF AMSTERDAM**

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- Front-office
- Event planning
- Web content editor
- Social Media Management

## ● EDUCATION AND TRAINING

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1/10/13 – 17/2/16 – Bari

**MASTER'S DEGREE IN SPECIALIZED TRANSLATION – University of Bari**

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"Visual Dictionaries: A cognitive study on the efficiency of illustrated words"

1/9/09 – 28/4/13 – Lecce

**BACHELOR'S DEGREE IN FOREIGN LANGUAGES, LITERATURES AND INTERCULTURAL COMMUNICATION – University of Lecce**

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"The palace of dream and The Pyramid of Ismail Kadare in the context of dystopic literature"

12/9/04 – 30/6/09 – Ceglie Messapica, Italy

**HIGH SCHOOL DIPLOMA – Classical Lyceum "Cataldo Agostinelli"**

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## ● LANGUAGE SKILLS

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**Mother tongue(s):** ITALIAN

**Other language(s):**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C1	C2	C1
<b>SPANISH</b>	C2	C2	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● DIGITAL SKILLS

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Microsoft Office | Google Drive

### Professional tools

Google search console | Facebook Business Manager | SEMRush | LinkedIn for Business | Google: (Google Business, Google ADS e Google Analytics). | Seozoom

## **Web and Programming**

Basics Of Python | Wordpress

## **Graphics**

Adobe (Adobe Photoshop Adobe InDesign Adobe Illustrator)