

Sofia Maccariello

Social Media Marketing Manager



Contact

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About Me

I am a creative and curious person, motivated by the opportunity to grow and take on new challenges. I find fulfillment when a client recognizes the clarity and attention behind my work: it reassures me that I have created real value. My main goal is to work within a structured team, as I strongly believe in the power of collaboration and shared methods. I am able to build connections, facilitate dialogue, and contribute to an environment of genuine cooperation. I believe the best work comes from a solid network

Languages, Skills & Tools

Languages

- Italian: Native
- English: Upper Intermediate
- Spanish: Upper Intermediate

Skills

- Open-minded and empathetic
- Critical and creative thinking
- Effective communication
- Active listening and teamwork
- Self-motivated and eager to learn
- Adaptability and ability to take criticism

Tools

Canva, Meta Business Suite, Facebook, Instagram, TikTok, Google Business Profile, Wordpress

Education

● Master's Degree in Advertising,
Digital Communication and Business Creativity **2019 - 2022**
University of Modena and Reggio Emilia - UNIMORE

- Focus on innovative promotional communication to build a clear corporate identity.
- Covered psychological and behavioral topics to better understand and empathize with audiences.

● Bachelor's Degree in Communication Studies
University of Bologna - UNIBO **2016 - 2019**

- Studied Semiotics, Psychology, and Linguistics.
- Gained insights into marketing communication and strategies.

Experience

● Social Media Marketing Manager **2022- Today**

Collaborated with multiple brands and organizations, providing comprehensive social media strategies and management services:

- Developed marketing strategies tailored to each brand's objectives, enhancing audience engagement and brand visibility.
- Managed social media pages, ensuring consistent brand voice and timely content updates.
- Created and curated engaging visual and written content for social media platforms.
- Analyzed performance metrics and adjusted strategies to improve audience interaction.
- I have created communication campaigns for fundraising initiatives and to expand and promote specific company areas.

Brands and organizations include:

- Polpette e Crescentine - Bologna, Italy
- i4Life - Dublin, Ireland
- Bazza - Bologna, Italy
- Dimondi - Bologna, Italy
- MondoDonna Onlus - Bologna, Italy
- Lei Rooms - Maranello, Italy
- Avido Alchimista
- Margherita Illustration
- InkWave Tattoo & Piercing Studio - Fuerteventura, Spain
- ExDynamo - Bologna, Italy

● Copywriter **2022**
Oscard Agency

- Organized trips for foreign tourists.
- Created promotional website content.
- Developed organizational and marketing skills.

Other Activities

- **2025:** Lived and work in Fuerteventura for 5 months (collaboration with InkWave)
- **2024:** Completed a practical course in Digital Marketing, Social Media Strategy & Graphic Design.
- **2024:** Attended a basic photography course with Digital Camera School in Bologna.
- **2020:** Completed an English Business Course for the catering industry.
- **2018:** English School Academy in Sliema, Malta.
- **2017:** Achieved Cambridge English Entry Level
- **2017:** English School Academy in Limerick, Ireland
- **2017:** Certificate in ESOL International, B1 Level