



Erica Masetti

April 8th 1983, Udine

Living in Milano

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Experience

Freelance Digital Strategist and Social Media Manager

December 2017 – present

Playstation, Dodo Jewels, Cucito Condiviso, Edithink.

Teacher of Social Media Management

October 2017 – present

Accademia del lusso, TSS, Making.

Digital Strategist and Social Media Manager at The Others

November 2016 – present

I design communication strategies on web and social media, then follow creative teams and suppliers for developing the projects.

As social media manager I'm in charge of all the social networks' communities, and the analytics reporting.

For most projects I also manage the relationship with the client.

Keglevich, Limoncè, Julius Meinl, Aliveris, Assicurazioni Generali, Mazzucato Watches.

Social Media Manager at Connexia

September 2015 – September 2016

My role is to develop content calendars, manage communities, support the creation of web marketing campaigns and the analysis of social media performances.

Illy, Bosch Corporate, Save the duck, Homedics, Yves Rocher.

Country Community Manager at Emoderation

June 2014 – September 2015

Based in Milan, but driven from a team in the UK, I was responsible for the community management of several Mondelez brands' social networks. I managed a team of 5 moderators, who helped me communicate with these big online communities, and I was the link between them and the brand managers. I produced performance reports, and I was in contact with the creative agencies who write editorial plans for the channels.

Social media management, communities engagement, project management, accounting.

Fonzies, Cipster, Hag, Halls, Vitasnella, Sottilette, Philadelphia, Mikado, Milka.

Digital and Social Media Strategist at Alquimia WRG

April 2012 – June 2014

From the client's brief to performance measurement: the constant trend analysis of online communication helped me to create activation projects on digital channels for various brands.

My task was to produce communication strategies on web, social media, or mobile, then lead the creative team to the development and production of contents.

My work went deeper on social channels, as social media manager, with the development of content calendars, community management and web marketing campaigns, ending with the production of performance reports.

Digital strategies, social media management, web copywriting, digital pr, project management.

Porsche, Alto Adige Südtirol, Italia Zuccheri, Oviessse, Upim.

Social Media and Digital PR Specialist at Business Press

November 2011 - April 2012

Focused on brands' web reputation, I worked as content producer for Nestlé Corporate Affairs, in order to develop a more positive side of the group online.

I participated to the activation of digital PR projects for various brands, and supported the Italian press office for Facebook, keeping me in touch with one of the most important channels for my future work.

Web reputation, digital pr, blogger events, press office, social media, seo copywriting.

Facebook Italia, Nestlé Corporate, Wall Street Institute, Mediaworld, QVC.

Social Media Specialist at Now Available

November 2010 - November 2011

I had the honor of contributing to the inauguration of social activities for various brands, in particular part of the Nestlé group, as a community manager and social media strategist. Led by excellent teachers, I consolidated my knowledge in digital communication, especially with regard to web marketing techniques and reporting of performance. In collaboration with the creative team I have contributed to the production of

special activities on social media, and studied content calendars for many brands' new online communities. Social media strategy, web reputation, digital pr, content management, web analytics, unconventional campaigns planning.

Fitness Nestlé, Baci Perugina, Buitoni, Nescafé, Valle degli orti, Galbusera, Lierac, Phyto, Meetic.

PR Account and Web Specialist at FDV Group

June 2008 - September 2009

As assistant, I learned from excellent teachers how to communicate a design brand. I helped the external relations with international press office, dealing with communication agencies and organizing fairs and press events.

I managed the web site restyle of the group, interfacing with the web design agency.

Promoter at Multimedia Workshop Srl

December 2004 - December 2007

Mass market products in store promotions.

Skills

Web anthropology, Digital strategy, Web scouting, New online trends, Internet sociology, Online brand identity, Creative formats studio, Copywriting, Web\ copywriting, Web reputation, Digital pr, Social media management, Web marketing, Project Management.

Summary

Deeply driven by philosophy, I apply its methods when analyzing Internet anthropological and sociological dynamics, looking for the best online communication strategies.

Education

Accademia di comunicazione Milano

Master, Advertising and multimedia languages, 2009 - 2010

Università Ca' Foscari di Venezia

2nd level degree, Philosophy of art and communication, 2005 – 2008, mark 110

Università Ca' Foscari di Venezia

1st level degree, Philosophy, 2002 – 2005, mark 110 cum laude

Languages

Italiano, mothertongue

Inglese, C2, fluent (First Certificate of English – 2000)

Tedesco, B1, intermediate

Francese, B1, intermediate

Volunteer experiences

Co-Founder of Mondo Carota, no-profit organization defending small abandoned animals

September 2014 – present

Communication manager

Volunteer for AAE Associazione Animali Esotici Onlus

January 2010 – September 2014

Social media management and digital pr; events organization; rescue of abandoned animals.

Interests

Internet, philosophy, information technologies, foreign languages, animals, design, anthropology.