



## Caterina Miazzo

Milan, Italy. Currently based in Paris, France

Date of birth 22/03/2000, Italian nationality, driving license

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### Profile

I'm currently attending the second year of Master of Science in Marketing Management at Università Commerciale Luigi Bocconi. From September 2023 I'm an exchange student at Sciences Po University in Paris attending Master's in Marketing: New Luxury & Art de Vivre. My goal is to start a working experience in the luxury industry in order to grow both as a professional and a human being.

### Languages & IT

- ◇ English: fluent, IELTS 7.0
- ◇ Spanish: intermediate
- ◇ Chinese: elementary
- ◇ Google Analytics Individual Qualification
- ◇ Excel and Python University Exam 28/30
- ◇ EcdI Standard

### Education

**Master's in marketing: New Luxury & Art de Vivre** | Sciences Po University, Paris campus | September 2023 - ongoing

**Master of Science Marketing Management** | Università Commerciale Luigi Bocconi | September 2022 - ongoing

- Chinese Language course, February 2023: During this course I improved my skills in speaking and writing.

**Bachelor of Science Economics and Management** | Università Commerciale Luigi Bocconi | September 2019 – July 2022

**Diploma Liceo Linguistico** | Liceo Ginnasio Statale Antonio Canova | September 2014 – June 2019

- Chinese language course Beijing University | Beijing (China) | March 2018: I went to Beijing to attend Chinese lessons at the University of Beijing. This experience helped me to improve my skills in the use of the language and to deeply discover the Chinese culture.

### Other Experiences

**Finance recruiter** Head Hunter Associati | Milan (Italy) | Jan 2022 - Jun 2022

I worked as a finance recruiter dealing with the phase of preliminary meetings.

**Internship at Private Banking Firm** FIDEURAM INTESASANPAOLO - Private banking | Turin (Italy) | Oct 2021 - Jan 2022

I did an internship at SANPAOLO INVEST working in close contact with two managers, during this experience I had the opportunity to collaborate with them in the whole process of advice for their high-profile clients.

**Internship at Accounting Firm** Fazio Dr. Alessandro Commercialista | Treviso (Italy) | June 2018

During this experience I received an introduction to the proper use and interpretation of some instruments commonly used in accounting firms such as Excel, Unified Payment Model F24 and balance sheets.

**Introductory course of economics and management** Hult Business School | London (UK) | August 2017: I attended economics courses and developed a project for Dove (Unilever). This experience gave me the opportunity to improve my ability of working in group and to create a new product for a big company.

**Leadership course** Camp Village | York (UK) | July 2016: This experience consisted in in-class lessons and practical individual/in group exercises to improve leadership skills.

### University Projects

**Think Tank Award 2022 - GDO Week, 2022**: I developed a business idea for an innovative store in the food industry based in Milan, thinking about the layout, the target, the location and the retailing mix.

**Henkel - NAE, 2022**: I contributed to the creation of a marketing plan for the brand NAE owned by the group Henkel.

**Bolton Group - Chilly, 2022**: I developed a plan to convince category's non-users to use intimate hygiene, generating actionable insights based on interviews. The goal was to create new ways of advertising and new products.

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