



Fiorella Licciardiello

Date of birth: 2007 | Place of birth: Naples, Italy | Gender: Female |
Nationality: Italian | Mobile phone: +39 00000000 | Home address: 39100,
Bolzano (Italy)

🌐 Language Skills

- **Italian:** Mother tongue
- **English**
 - Listening: C2
 - Reading: C2
 - Spoken production: C2
 - Spoken interaction: C2
 - Writing: C2
- **Spanish**
 - Listening: C1
 - Reading: C1
 - Spoken production: C1
 - Spoken interaction: C1
 - Writing: C1
- **French**
 - Listening: B1
 - Reading: B2
 - Spoken production: A2
 - Spoken interaction: A2
 - Writing: A2
- **German**
 - Listening: B1
 - Reading: B1
 - Spoken production: B1
 - Spoken interaction: B1
 - Writing: B1

★ Skills

- social media management
- Facebook / Instagram / TikTok / Youtube
- Artificial Intelligence
- manage website
- enhance website visibility
- manage online content
- emergent technologies

📅 Work experience

Startup CMO

01/11/2025 – Current

DUDES | Bolzano, Italy

- Curating social media and google ads campaigns to publicize our apps.
- WeatherDude: 5K+ installs on Google Play, 500k impressions on google ads with 6.33% interaction rate, 131k organic TikTok impressions.

Freelance online sales channel manager 30/11/2022 – 30/11/2024

Autonomous | Online, Italy

- Managed a small e-commerce operation for passive income (circa 12k€), handling product sourcing, pricing, listing optimisation, customer communication, and data-driven sales tracking.

Sales assistant

01/11/2025 – 20/05/2026

H&M | Bolzano, Italy

- Delivered customer service and styling support in a fast-paced retail environment
- Processed transactions and managed point-of-sale operations

🎓 Education & Training

Bachelor's degree in Economics and Management

01/09/2025 – Current

Free University of Bozen-Bolzano | Bolzano, Italy

Field(s) of study: Management and administration , Accounting and taxation

📅 Projects

Business Development Associate – Junior Enterprise Alto Adige (JEAA)

01/01/2026 – Current

- Led outreach to companies through cold contact and networking
- Prepared and presented pitches to prospective clients
- Built targeted prospect databases for client acquisition
- Contributed to partnership development and external relations

<https://www.jeaa.it/en/>

- digital marketing techniques

- Google – Google Business, Google ADS & Google Analytics
- Leadership & Initiative
- Communication & Public Speaking
- Teamwork & Collaboration

Driving Licence

- Driving licence
B 15/09/2025

Editorial / Operations Support– Syntax Magazine (Independent Publication)

01/02/2026 – Current

- Coordinated editorial planning and supported internal management processes
- Assisted in applications for tenders, fundraising, and partnership development
- Contributed to the launch and development of the magazine's website and operations

Head Redactor – Academic Newspaper “Il Liceale”

30/11/2020 – 30/11/2024

- Wrote articles and managed editorial tasks, promoted to Head Editor for the 2024/25 academic year.
- Contributed to photography and drawings, managed social media accounts.
- Guided team members on using new instruments and tools, and coordinated content creation and publication processes.

Regional Biology and Italian Olympiads – participant

30/11/2023 – 30/11/2024

Founder & Musician – Band “The Blankers”

30/11/2021 – 30/11/2022

- Participated in local musical events; won the school concert organized by *Il Liceale* and first prize in “Alberti's Got Talent” 2023/24.

“Alberti's Got Talent” (2023/24)– Event Organizer & Presenter

- Co-organized the talent show, coordinating logistics, promotion, and participant support
- Acted as event presenter, introducing acts and engaging the audience throughout the show
- Strengthened skills in public speaking, event planning, and team coordination

School & Community Engagement

30/11/2019 – 30/11/2024

- Organized Open Days, presentations, school assemblies, and conducted interviews on behalf of the school newspaper.

Human Rights Activist – Amnesty International

30/11/2021 – Current

- Participation in socio-political awareness initiatives through demonstrations and event organization.
- Promoter – Flyer Distribution (engaged with passersby and provided basic information)

Certifications

Fondazione Bracco – “Ora di Scienza!” Contest – 1st place

01/01/2021

Won the III call with an animated video presentation (role: director); first place in the Lazio secondary school category.

Italian Red Cross – Regional DIU Competition – 1st place

01/01/2025

Participation and first-place victory in International Humanitarian Law knowledge competition.

 Conferences & Seminars

LUISS & New York Film Academy (NYFA)

2023

Intensive Screenwriting Course with certificate.

Professional Digital Photography Course

2024 – 2025

Complete training with final certificate.