



CARLOTTA SCARPA

Digital Marketing,
Data Driven Marketing
SEO&SEM specialist

CONTACT

+39 3425938204

carlottascarpa2@gmail.com

LinkedIn: [https://www.linkedin.com/in/carlotta-scarpa-](https://www.linkedin.com/in/carlotta-scarpa-123b4574/)

123b4574/

EDUCATION

Honorary High School Diploma

Greece Arcadia High School, Greece (NY), USA | 2002 - 2003

Bachelor's Degree in Business Management

University of Cagliari, Sardinia, Italy | 2010 - 2016

Master in Digital Marketing Manager of Tourism Market

IED of Cagliari, Sardinia, Italy | 2016 - 2017

EXPERIENCE

Travel Agency in Cagliari

Booking and Incoming Expert | 2007-2010

- Responsible booking with Galileo System.
- Create new solution and experience in Incoming Services
- Promotion of Sardinia

Maremania srl, Incoming Tour Operator

Digital Marketing | 2017-2017

- Developed and executed marketing plans and strategies for various projects, both internal and external.
- Developed a Digital strategy through the use of Social media channels and email marketing.

Linkalab srl, Big Data and Complex Systems

Data driven marketing | April 2017-

- Developed and executed marketing plans and strategies for various projects
- Developed a Digital strategy through the use of Social media channels, LinkedIn.
- Data analyst internship through the use of social media tools and machine learning algorithm
- Project promotion on Big Data Journalism

SKILLS

Digital Marketing

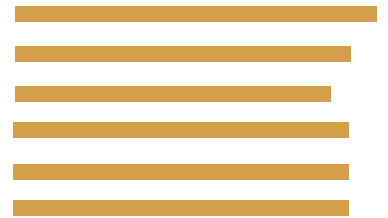
Seo&SEM

Adobe, Office, CMS Wordpress

Social Media Marketing

Copywriting&Content

Data Driven Marketing



INTERESTS

- Photography, Travel, Food
- B.I. Video editing, Blogging, Tableau Software, Data Driven's strategy
- Books, Music, Movies