

Carlotta Bartolini

+1 202 361 2541 Arlington, VA
✉ bartolinicarlotta@gmail.com
in <https://www.linkedin.com/in/carlottabartolini/>

CAREER PROFILE

Bilingual marketing professional with creative and global perspective with a Master's in Integrated Marketing Communications from Georgetown University. Seeking engaging full-time job to broaden skillset. Expertise in digital marketing and analytics, content creation, event planning, fundraising, email newsletters, marketing research. Experience includes individual and team projects at nonprofits, small organizations and multinational companies.

EXPERIENCE

NETWORK FOR VICTIM RECOVERY OF DC – CAPSTONE CLIENT Washington, DC

Non-profit that supports victims of all crimes by offering advocacy and providing them with free, holistic services.

Pro Bono Consultant via Georgetown University January 2020 – May 2020

- Conducted primary research to integrate secondary research information by creating and analyzing survey and interview data with goal of increasing brand awareness about sexual assault support program
- Recommended paid media strategy based on company's budget and goals
- Created reports by analyzing data on organization Google Analytics and social media analytics
- Generated unique content and strategic messaging to resonate with target audience, using most effective communication channels and media

L'ARCHE GREATER WASHINGTON DC Washington, DC

Non-profit that provides housing and support services to adults with intellectual disabilities.

Pro Bono Consultant via Georgetown University September 2019 – December 2019

- Successfully collaborated with 3 peers in providing the client with integrated marketing plan to recruit and retain assistants by recommended strategic, data-based actions by creating specific deliverables

CULTIVATE THE CITY Washington, DC

Social enterprise that supports sustainable farming practices that emphasize vertical growing techniques

Pro Bono Digital Analyst via Georgetown University December 2019

- Analyzed company's data on Squarespace, Google Analytics, social media analytics, Google My Business, Google Ads and consulted website on UX
- Monitored and created campaign performance on Facebook and Google Ads to meet goals while staying on a budget

THE CHILDREN'S ART STUDIO Washington, DC

Non-profit that offers high quality summer art camps and art workshops to kids aged 5-12

Marketing Intern June 2019 – December 2019

- Increased enrollment by 50% within 6 months by creating a holistic marketing plan
- Found target audience insight for core marketing strategy by creating survey, analyzing data, and conducting individual interviews
- Created and monitored paid media tactics on Facebook and Instagram
- Managed social media presence by creating content, analyzing data, and improving social media strategy
- Increased brand awareness by advertising summer camps and workshops online and offline

"INTERNATIONAL WINTER FEST" Arlington, VA

Volunteer Event Planner November 2017 – December 2017

- Organized and spearheaded fundraising event for UNICEF attended by 100 people
- Managed a team of 10 volunteers
- Promoted and marketed event through flyers and social media campaign (Facebook, video marketing)
- Implemented major sponsor cultivation efforts with the involvement of 10 local and national sponsors, including Starbucks and Duck Donuts

IL TULIPANO NERO Sant'Agata Feltria, IT

150-person family owned Italian restaurant

Motivated. Adaptable. Trustworthy. Reliable. Creative. Proactive. Engaging. Enthusiastic. Resourceful. Empathetic.

Social Media Manager

January 2016 – December 2019

- Created the logo and built the brand by managing social media presence – more than 600 followers on Facebook and almost 300 reviews (average of 4.7 stars) among Facebook, Google Reviews, TripAdvisor

INDEL B

Sant'Agata Feltria, IT

Arm of Berloni Group S.r.l., a multinational commercial appliance company

Commercial Department Intern

June 2015 – August 2015

- Interfaced with and created international customer database on Oracle, while fulfilling orders
- Collaborated with the marketing manager by developing product displays for product exposition, resulting in a customized display booth for major trade show in September 2015
- Modernized company website to reflect catalogue changes to maintain brand across marketing channels

EDUCATION

GEORGETOWN UNIVERSITY, School of Continuing Studies, 4.0 GPA

Washington, DC

Master of Professional Studies, Integrated Marketing Communications (IMC)

Expected May 2020

- Relevant Coursework: Digital Analytics and Measurements, Digital Marketing, IMC Campaign Planning, Cause Consulting, Consumer Research and Insights, Design for Communicators
- Represented the IMC program in [promotional video](#) for the university

UNIVERSITY OF URBINO

Urbino, IT

Bachelor's Degree

November 2015

Department of Foreign Languages and Cultures – focus on Business

ADDITIONAL INFORMATION & SKILLS

Other roles: I supported myself through a variety of jobs – Student Aide at Hoya Kids Learning Center, 2018-2020; Au Pair, 2016-2018; barista, 2009-2015 (part-time: summers, holidays, special events).

Computers: Oracle (basic), Google Analytics, Simmons, MS Word, MS Excel, MS PowerPoint, Adobe InDesign, Adobe Photoshop (basic), Adobe Illustrator (basic), SimilarWeb

Languages: Italian (native), English (fluent), Spanish (conversational), French (conversational), Russian (basic)

Activities: Volunteer at Azione Cattolica Ragazzi – the children's wing of Catholic Action of Italy (AC), 2007 – 2011

Attributes: planner, goal-driven, multitasker, problem solver, detail oriented, collaborative, strategic, organized, external thinker, quick study, patient, motivator, networker, positive, storyteller, versatile