

FEDERICO CARLETTI

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EDUCATION

Master in Innovation and Technology Management

Expected Graduation: July 2025

Università Cattolica del Sacro Cuore - Milan, Italy

- **Grade:** 29/30 → **GPA:** 4.0

Exchange Overseas Program

August 2024 - December 2024

Marquette University - Milwaukee, WI, United States

- **Classes Attended:** Financial Management, New Venture Creation, Digital Marketing and Supply Chain Operations Management.

Bachelor in Economics and Management

September 2019 – March 2023

Università degli Studi di Urbino - Urbino, Italy

- **Grade:** 26/30 → **GPA:** 3.0

Double Degree Bachelor in European Economics Studies

September 2021 – August 2022

Otto-Friedrich-Universität Bamberg- Bamberg, Germany

- **Classes Attended:** Sales & Marketing Management, Monetary Policy in The Euro Area, Introduction to European & International Economics, Empirische Mikroökonomik, Theory and Politics of European Economic Integration, Introduction to Marketing Intelligence, Projektseminar: Current Topics in Growth, Development and Sustainability, An Introduction to Public Economics & Epidemics.

PROFESSIONAL EXPERIENCE

Intern in Administration and Auditing

Sep 2022 – December 2023

Delta Segnaletica S.r.l.- Falconara Marittima (An), Italy

- **Invoicing and Bookkeeping:**
 - Issuing invoices with VAT and managing reverse billing for public bodies.
 - Recording accounting movements and managing quotations via the GLOBE portal.
- **Public Tender Participation:**
 - Preparing required documents and requesting provisional policies for tenders.
 - Managing documentation and policies for contract award and safety compliance.
- **Procurement Management:**
 - Handling supplier quotations, direct orders, and job order cost management.
 - Managing the passive invoicing cycle and allocating costs to work orders.

LANGUAGE AND IT SKILLS

- **Italian** (Native), **English** (Full professional proficiency in oral and written communication), **German** (Intermediate knowledge), **Spanish** (Basic knowledge).
- **Microsoft Office** (Word, Excel, Access, PowerPoint, Outlook), **Google Analytics**, **Wix**, **Canva**, **Python** (Basic capabilities), **Microsoft Office** (Word, Excel, Access, PowerPoint, Outlook).

PROJECTS

Calypso: Digital Marketing Strategies

November 2024 - December 2024

Marquette University - Milwaukee, WI, United States

- **Consumer Personas:** Create detailed audience personas based on demographics, interests, and behaviors to identify key target segments.
- **Content and Planning:** Develop a content strategy with a social media calendar, ensuring alignment with target personas, key dates, and promotional events.
- **Influencer Strategy:** Identify and propose influencers for collaboration and establish methods to measure the success of these partnerships.

Isinnova: AlmaVigna Project | Team Member

Catholic University of Sacred Heart - Milan, Italy

March 2024-June 2024

Contributed to the development of a sustainable anti-aging face cream using polyphenols extracted from grape seeds through Isinnova's patented technology. My role involved:

- Conducting market and consumer analysis to identify trends and target demographics.
- Developing a pricing strategy and proposing sustainable packaging solutions.
- Designing an e-commerce strategy focusing on SEO, branding, and digital marketing.