

sofia marchetti

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PROFILE

Third-year marketing student who runs a real newsletter (1,100 subscribers) and a meme page about studying abroad (8k followers). I like fast feedback loops, honest writing, and products with personality.

EXPERIENCE

Newsletter Editor (volunteer)

ESN Milano — Erasmus Student Network

2024 — Present

- Grew the weekly newsletter from 400 to 1,100 subscribers in one year by A/B testing subject lines and formats
- Write and design every issue in English for an international student audience; average open rate 52%
- Launched a "student hacks" section that became the most-clicked content within two months

Social Media Volunteer

University Film Society

2023 — 2024

- Ran the society Instagram (300 to 2,400 followers) with event recaps and meme content
- Organized two screening events with 150+ attendees promoted entirely through social

EDUCATION

B.Sc. Marketing & Communication (3rd year)

Università di Milano

2023 — 2026 (expected)

Coursework in consumer psychology, digital marketing, and statistics; exchange semester in Helsinki

SKILLS

Content: Newsletter writing, Instagram/TikTok, basic video editing, Canva

Tools: Mailchimp, Meta Business Suite, Google Analytics (basics)

Languages: Italian (native), English (C1), Finnish (survival)