



Cristina Manni

Junior Copy

Location: Italy > Lombardia > Milano

Years of Experience: 5

Employment Search: Si

Internships Available: Si

Showcase description

I'm Cristina Manni and I graduated last December in communication at University of Milan, where I live. The study path I've taken touches many fields, and this gave me the opportunity to study also different communication's aspects. For instance, I took exams in several subjects, which the most important have been economics, law and sociology. I found a particular interest for the advertising so that I decided to focus my thesis on a specific ad campaign. I analyzed Ray-Ban's campaign "#PROUDTOBELONG". The analysis starts with a brief Luxottica's and Ray-Ban's history description, then I describe the specific ads techniques focusing on the impact that the advertising had on the behavior and the psyche's consumers. In the end, I compared different kind of ad campaign underlining the differences in the scope and in the means used. I gained different job experiences: the most important was the experience in a communication agency called RDF Communication, where I preside over the online contents through Wordpress and over the newsletter through Mailup. I've also worked for Accademia del Panino Italiano, where I managed the clients' relationships and the organization of events. I'm familiar with foreign languages as english, spanish and a german basic knowledge. I'm also aware I've a lot to learn about this field, but I'm very willing to learn and that's why I've decided to subscribe to this portal. I can give you professionalism, competence and enthusiasm. I consider myself a precise and tenacious person: when I've a passion, I try in every way to get to know it and to deepen it. I'd like to work in the advertising world as a copywriter and maybe, in the future, as an creative director. Thank you for the attention, Best regards, Cristina Manni
