



Giuseppe Malatesta

CONTACT

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ABOUT ME

Confident, highly reliable and creative person. A quick learner who can absorb new ideas and can communicate clearly and effectively. I am a “Business Management” student with a great interest in digital business and sales development fields. I am currently looking for a work experience that can make best use of my existing skills, further my personal development and boost up my professional career.

SKILLS

E-COMMERCE | SHOPIFY | CRM | HUBSPOT | SALES | B2C | DIGITAL ANALYTICS | SOCIAL MEDIA | DIGITAL STRATEGY | GOOGLE ANALYTICS | GOOGLE ADS | PROBLEM SOLVING | BASIC WORDPRESS | MAILCHIMPS | BUSINESS DEVELOPMENT |

WORK EXPERIENCE

Data entry and Sales Development

Dec 2020 — Feb 2021

Grey Green Media

- Research of relevant companies for the events, looking for contact details of relevant clients, using Google, LinkedIn and other secondary information platforms.
- Contact potential clients by LinkedIn, email and calls.
- Entering data into HubSpot in order to track and keep clients database updated.
- Help sales development manager to schedule marketing email.

E-commerce Intern

Sep 2019 — Mar 2020

Frescobol Carioca

- Help the e-commerce manager to migrate from Magento to Shopify.
- Support the e-commerce and design manager in daily activities and daily reporting. Using Google Analytics and Facebook insight to understand the effectiveness of marketing campaigns.
- Updating products images, prices and descriptions through Shopify platform. Creating banners for sales season.
- Inspect the website in order to enhance the customers' experience.
- Collaborate with copywriters and graphic designers to develop site content and assure consistency throughout the website.
- Collaborating with marketing department, scheduling email campaigns twice a week using Mailchimp.
- Development of digital marketing strategies aligned with short and long term targets.
- Formative meetings with Shopify experts.

FOH Leader

Apr 2017 — Present

Pret a Manger

- Ensuring that the performance of the staff is of high standard, developing team skills and cooperation to achieve weekly targets.
- Training new employees, coaching existing team members and ensuring to complete all the assigned tasks.
- Using internal ERP application to control the daily stock, order new stock. Daily and weekly audit, financial reviews.
- Organising and assigning tasks to team members. After closing, ensure the shop s ready to trade for the next working day.

EDUCATION

Business Management - General

2018 — Present

University of Westminster

Relevant modules include:

- Analysing and Managing Information
- Operations and Digital Business
- Web-enabled Business
- Information and Digital Economics
- Digital Analytics
- Interactive and Digital Marketing principles

INTERESTS

Computing; Running; Playing Sports; Playing Guitar;

All the references upon request.