



# INES NAPPO

Sarno (SA), Italy 01/08/1997 – Via Lucarelli 33/17, 80047,  
San Giuseppe Vesuviano (NA)

## SKILLS

### Languages:

- Italian- Native;
- English- Advanced;
- Spanish- Beginner;
- French- Beginner;

### IT Skills:

- MS Office- High proficiency;
- Canva- High proficiency;
- R- Advanced;
- Apple system, Google Analytic- Intermediate
- Figma- Beginner
- Html- Intermediate

## ACHIEVEMENT AND

## INTEREST

### Achievements:

- Harvard certificate about leadership,
- Driving license

**Sports:** Keen dancer and swimmer

**Interest:** Fashion and luxury sector, digital and social events, beauty care field, TV series, travel and bakery.

## CONTACTS

### E-mail:

[inesnappo97@gmail.com](mailto:inesnappo97@gmail.com)

**Phone:** +39 3314991705

**Linkedin:** <http://linkedin.com/in/ines-nappo-91133917a>

## EXPERIENCE

### Marketing Internship• F.LLI RANIERI S.R.L • January 2019 - March 2019

- Customer portfolio analysis
- Customer division by product line
- Analysis and choice of models and fabrics - Implementation of customer relations

## EDUCATION

### Bachelor Of Science In Business Economics, Management And Entrepreneurship (ITALIAN)• 2016-2019 • LIUC BUSINESS SCHOOL- ITALY (MILAN)

- Bachelor score 104 out of 110
- Thesis in Marketing: "Olfactory marketing in the hospitality sector: the case 'Villa la Massa'
- GPA: 27.11 (best 30, worst 18)

### Erasmus+ program: Bachelor of science in business economics – Major: Marketing (English) • 2018-2019• University of Hertfordshire- LONDON

- Recognized exams: International Strategic Management, Business Finance, Digital Marketing Essentials and Organizational Psychology

### Master Of Science • Marketing (ITALIAN) • 2019- ongoing• LIUC BUSINESS SCHOOL – MILAN

- Main courses: Metodi quantitativi per Economia, Finanza e Management, Competizione, mercati e politiche economiche, Brand Management, Diritto per il Marketing, International Marketing, Marketing relazionale e CRM, Metodi quantitativi per il Marketing, Design Management, Institutional Marketing and Lobbying

### Double Degree Program• Digital Marketing (ENGLISH) • 2019- ongoing• IESEG BUSINESS SCHOOL – PARIS

- Main courses: Corporate governance, International enterprise project management, Positive leadership development, Change management for sustainability strategies, Data sciences, Marketing strategy, Consumer behavior, Advanced marketing mix, Digital technology