



Gabriele Sanciu



g.sanciu@gabrielesanciu.com



gabrielesanciu.com



[gsnders](https://www.instagram.com/gsnders)



Language(s)

- **Italian** Mother tongue
- **English**: Fluent
- **German**: Advanced
- **Arabic**: Basic



Gabriele Sanciu

JOB APPLIED FOR **Marketing and Communication** – content writer and strategist – copywriter – journalist – media relations – community and social media management – narrative strategist.

WORK EXPERIENCE - TASKS - COMPETENCES

11/2017 - Present: communication consultant - social media manager - content writer and editor

01/2019 - 09/2020: Leibniz Universität Hannover - **Franqbox** (B2B tech start-up) – Marketing manager

09/2018 - 01/2019: Nestlé Italy - HR intern. Project work employer branding

09/2018 - 01/2019: Enel Group - HR intern. Project work digital transformation

08/2008 - Present: journalist freelance and contributor (**Sardegna Nord News®; Grandi Storie**)

Business or sector: *Marketing and Communication*

04/2008 - 09/2013: Studio Legale Dino Manca (law firm) – Secretary

EDUCATION AND TRAINING

10/2020 – 07/2022: Master degree 110/L – Digital Communication - Corso di Laurea Magistrale – (Università degli studi di Pavia, Pavia, Italy)

12/2019: The exhibition’s stand as brand ambassador – Seminar IHK Hannover

11/2019: Advanced SEO techniques – Seminar IHK Hannover

01/2018 - 01/2019: M.U.S.T. - Marketing Utilities and Storytelling Techniques. (Università di Pavia - Master I liv.)

10/2017 - 11/2017: Multimedia Communications and Social Networks (Fe.I.Com)

10/2014 - 12/2016: B.A. degree 110/L - Political Science and International Relations (Università degli Studi di Sassari, Sassari, Italy)

08/2013 - 08/2014: Erasmus - Juristische Wissenschaft (Leibniz Universität Hannover, Hannover, Germany)

PERSONAL SKILLS

- **Marketing and Storytelling:** content marketing; data mining and analysis (surveys, interview, social listening, market, competitor); branding; targeting and personas; storytelling techniques and narrative strategy; visual communication; trade exhibitions.

- **Communication and Journalism:** Freelance journalist (**giornalista publicista - certified**); blog; press office; communication consultant; social media manager; SMM.

- **Digital competences:** MS.Office (Word; PPoint; Excel); Slack; Trello; GIMP (advanced); CMS (Wordpress; Blogspot); Google Suite; Social Media (Facebook, Instagram, Twitter, LinkedIn); Google Analytics (certified); Google Ads; Hootsuite; SEO.

Gabriele Sanciu