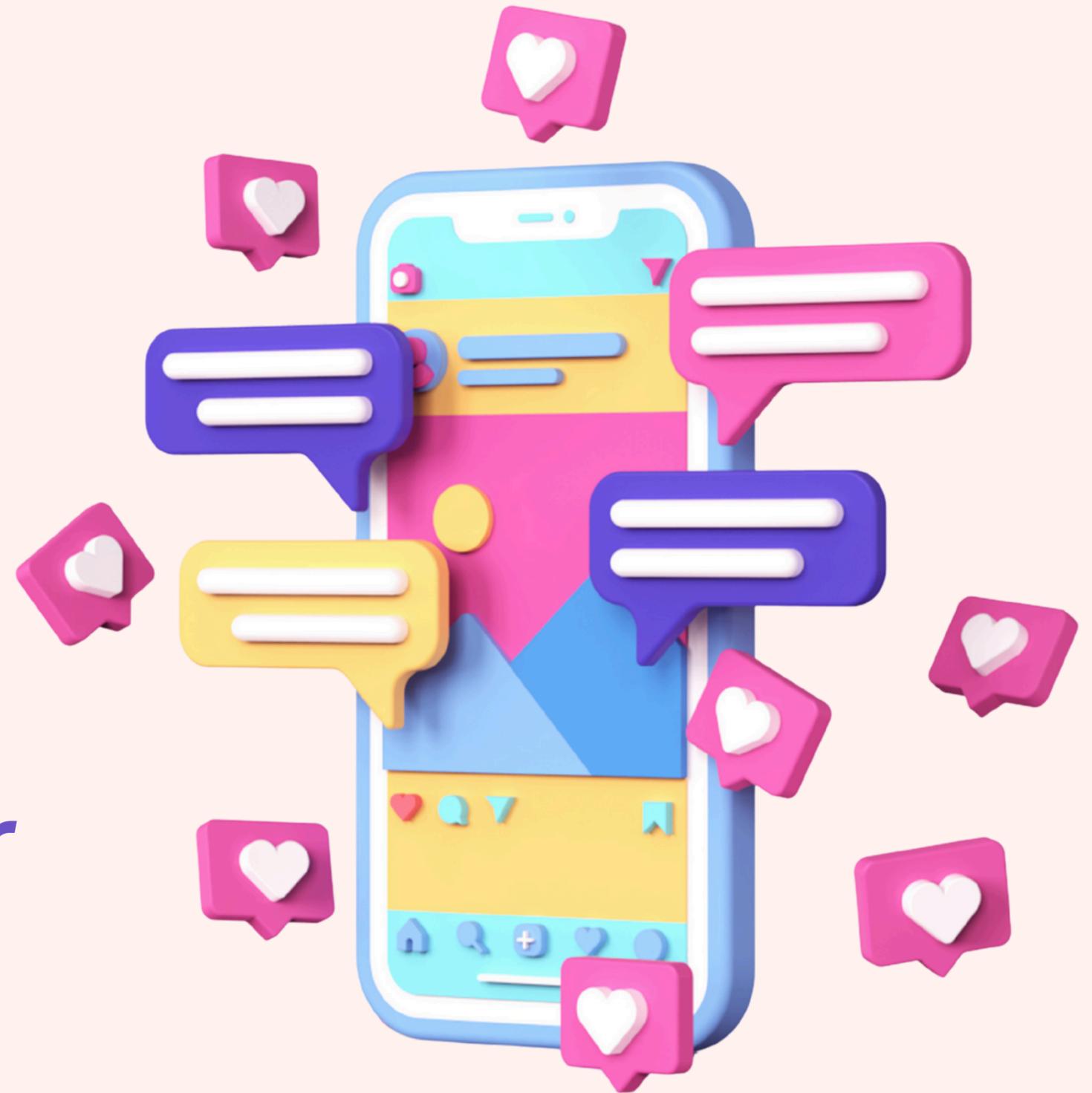


Rebecca Merlini

Social Media Manager



About Me



I am a **creative, curious and proactive person.**

After completing my studies in social and healthcare fields, where I developed **strong listening, problem-solving and teamwork skills**, I chose to explore the world by working in various European and non-European countries.

These experiences helped me **cultivate adaptability and flexibility, fostering significant personal growth.**

Seeking to combine my interpersonal skills with the digital world, I discovered my passion for social media and began my Master in Social Media with Start2Impact, aiming to **contribute to projects that I truly believe in.**

From a technical perspective, I work daily with content creation tools such as **Canva, CapCut, InShot and Edits**, have a basic knowledge of Adobe Creative Suite, and use analytics platforms including **Meta Business Suite Insights, TikTok Insights and LinkedIn Insights.**

I am also **continuously deepening my knowledge of Artificial Intelligence tools applied to marketing and content creation.** (ChatGPT, Claude and Perplexity.)

Practical Projects

During my journey with Start2Impact, I developed 18 practical projects, each evaluated by industry professionals.

Their targeted feedback **has been invaluable for my growth and has helped me continuously refine my skills.**

Below are some of the projects I have completed:



Copywriting Project



Graphic Project



Social Media Project



Practical Project

The feedback received from professionals has been essential in progressively refining both the execution and presentation of each project.



Automation Project



Funnel Marketing Project



Meta ADS Project



LinkedIn Project for Personal Branding

Practical Project

Learning to analyse data and master industry tools was the greatest challenge; a completely new world that, despite difficult moments, **I approached with determination, achieving rewarding results.**



Looker Studio Project



Strategic Analysis Project

Ciao **Rebecca**,

sono Daniele, coach di Data Studio.

Ho guardato per bene il tuo progetto e hai fatto un lavoro praticamente **perfetto!**

Probabilmente Looker Studio è un tool che non conoscevi, e apprezzo molto l'impegno che ci hai messo nell'affrontare questo progetto.

Nel digital conoscere diversi tool per presentare e raffigurare i dati viene spesso richiesto nelle aziende o dai clienti, è quindi importante avere più skill possibili da questo punto di vista per emergere rispetto agli altri.

Ti lascio qui di seguito il mio feedback.

Docente



Daniele Cattaneo
Senior Product Designer in ByTek

Sono Giulia la tua coach per questo progetto.

Adesso procediamo con il tuo feedback.

- La presentazione è chiara e professionale.
- L'analisi del contesto è correttamente sostenuta da dati e le fonti sono state opportunamente citate. Hai correttamente utilizzato i tool suggeriti nella guida come Answer the public, molto bene!
- Hai svolto un'analisi sia del brand che dei competitor davvero completa e dettagliata, riportando esempi dei contenuti utilizzati su tutti i canali.
- Hai sviluppato correttamente tutti i punti della guida, dimostrando di aver appreso e di saper mettere in pratica i concetti principali.
- Hai anche utilizzato correttamente tutti i tool suggeriti, riportando screen a sostegno delle analisi effettuate.

Ottimo lavoro!

Non mi resta che farti un grande in bocca al lupo per il proseguimento del tuo percorso, continua così!

Giulia

Docente



Giulia De Palma
Communication Specialist

Final Project

In the final project, I integrated all the skills I had acquired, developing a comprehensive strategy for Patagonia, a brand that exemplifies how to conduct business responsibly, coherently, and transparently.

The work included an in-depth analysis of the company and its competitors, the creation of a marketing strategy, and the design of an editorial plan. It was the most challenging project of the Master, which I approached with consistency and passion.



Final Project



Ciao Rebecca,

grazie per aver inviato nuovamente il tuo progetto e per l'attesa nel ricevere questo feedback.

Hai lavorato bene sugli elementi posti in evidenza nel precedente feedback, direi che l'obiettivo è stato raggiunto :)

Non mi resta che augurarti buona fortuna per il tuo futuro professionale.

Un saluto e buon proseguimento!

Sara

Docente



Sara Veltri

Senior Digital Strategist

Work Experience

Since 2024, I have been actively focusing on the digital sector. I have worked as a Social Media Manager for Brio and Spirit of Kanaloa, small businesses in the hospitality industry, and I am currently collaborating as a Social Content Creator at Daisy Tonge's agency, The Soulcial Circle.

Additionally, I have overseen the creation of the logo and brand identity for the e-commerce platform Ortopedisky.



Work Experience

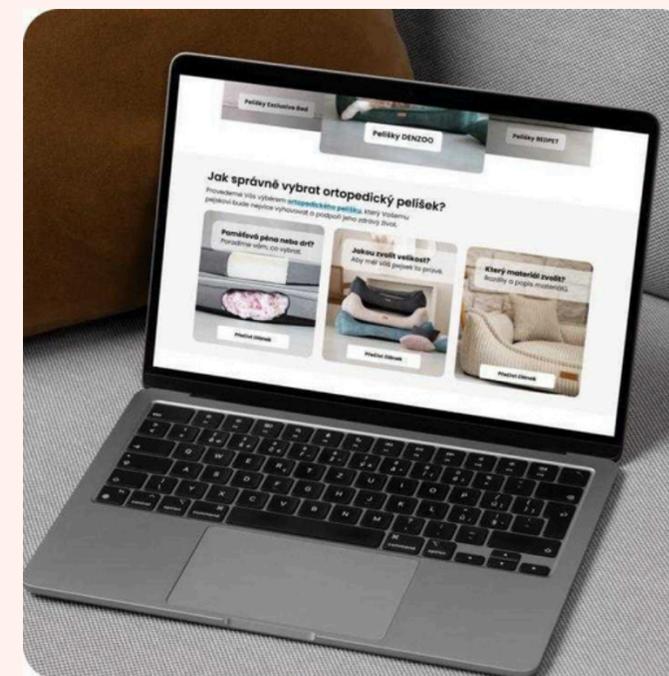
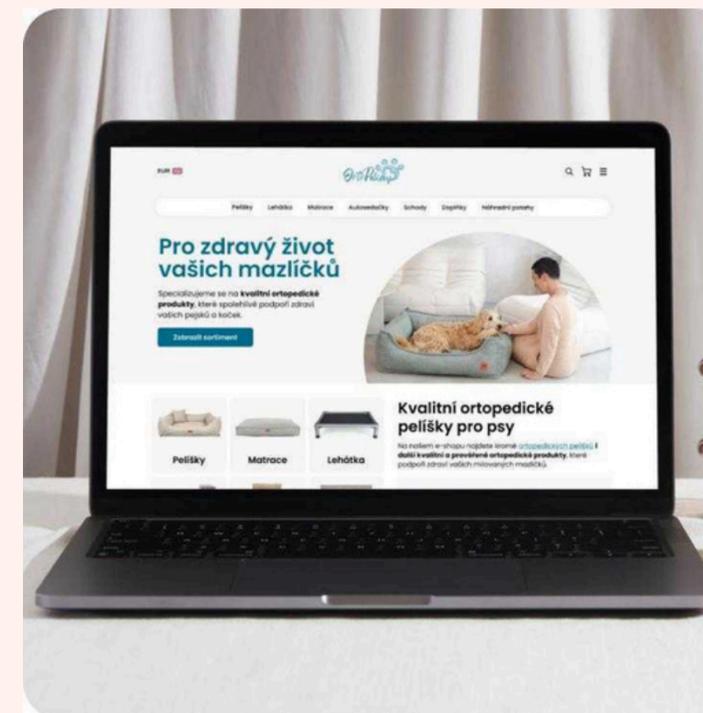
“Rebecca is someone I genuinely love working with. We collaborated on [OrtoPelisky.cz](https://ortoPelisky.cz) side by side with [Atlantico.cz](https://atlantico.cz), the team I represent, and she owned the logo design agenda and helped shape the whole visual identity of the brand.

What I value most about Rebecca is her mix of creativity and attitude. She is a true team player, always open to feedback, and she learns fast. You can literally see how motivated she is to get better and push her craft further. She does not just “design a logo”. She listens, asks the right questions, and makes sure the work fits the real needs of the client and the brand.

Because she is proactive, Rebecca’s creativity ended up influencing the entire visual communication of [OrtoPelisky.cz](https://ortoPelisky.cz), not just a single deliverable. Working with her made the process smooth and fun, and it helped us build a strong identity for an e-shop that is now one of the leading dog bed brands in the Czech market.

I am proud of what we created together, and I would recommend Rebecca to anyone who wants a designer with taste, drive, and real ownership.”

Ondrej Ditrt



Work Experience

Throughout the collaboration, Rebecca consistently showed **kindness, availability and a positive attitude**, qualities she had always demonstrated as a guest and later confirmed in her professional role. She worked with great **flexibility, precision and punctuality**, always meeting deadlines and adapting to our needs with enthusiasm and care.

Her work helped communicate and strengthen the ethical identity of Brio, supporting our commitment to organic products, seasonality, local producers and a mindful approach to food and lifestyle. She approached her role not merely as a job, but as a shared mission, bringing passion and authenticity into everything she did.

We strongly believe that Rebecca would be a valuable asset for any organisation whose mission reflects values of sustainability, well-being and respect for nature. In environments such as yours, she would certainly contribute with dedication, enthusiasm and coherence with her own ideals.

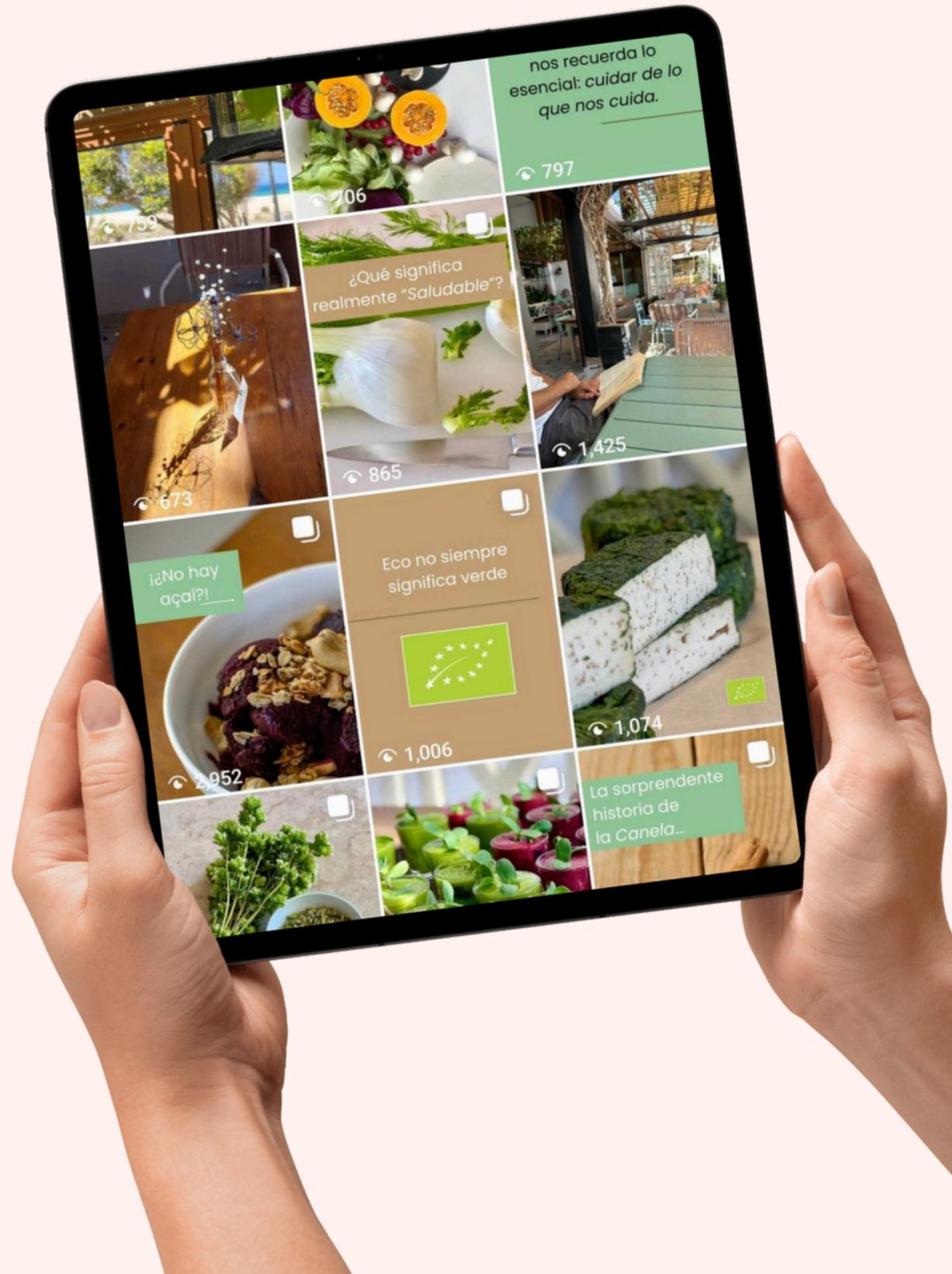
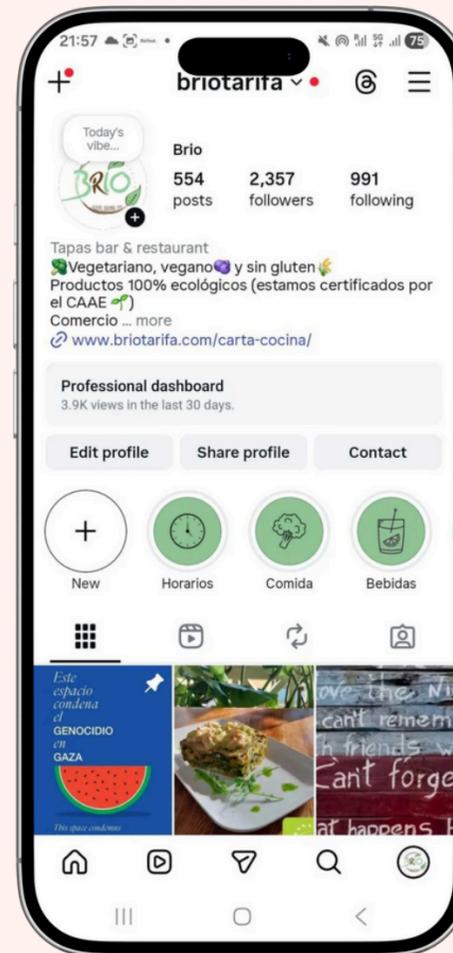
Should you require any further information, we would be happy to be contacted directly.

Kind regards,

The Brio Team



A handwritten signature in black ink, appearing to read "Lorena".



What I'm looking for

I am looking for a company that places the well-being of its team at the centre and views professional relationships as a journey of continuous and mutual growth.

I wish to join an organisation that is committed to sustainability, recycling, and a no-waste approach values I strongly believe in and would like to support through my work.

I believe I can make a meaningful contribution by actively participating in projects I am passionate about, bringing qualities that define me, such as adaptability, a constant desire to learn, and the ability to face new challenges with enthusiasm. At the same time, I seek an environment that allows me to grow both professionally and personally, improving every day.



Thank you for your attention.



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Rebecca Merlini