

Stefano Veronese

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PROFILE

MSc Marketing Management candidate at EDHEC Business School with hands-on experience in digital campaign coordination, performance reporting and data analysis across consumer brands and agencies in Milan and London. Skilled in Excel-based reporting and KPI tracking, website and content management, and cross-team collaboration, working with tools including Google Analytics, Meta Business Suite and the Adobe suite. Fluent in **Italian** and **English**. Analytical, detail-oriented and comfortable across parallel deadlines, seeking **Digital Marketing and E-Commerce roles** in **Luxury and Beauty**.

EDUCATION

EDHEC Business School

Sep. 2025 - Aug. 2026

MSc Marketing Management

Lille, FR

- **14.1 average** (grade: Excellent). Academic Excellence Scholarship.
- **Relevant Coursework:** Digital Marketing, CRM, Marketing Communications, Marketing Intelligence, Strategy.

London College of Fashion (University of the Arts London)

Sep. 2021 - Jun. 2024

BSc Strategic Fashion Management

London, U.K.

- **2:1. Relevant Coursework:** Business Analytics, Consumer Behaviour, Marketing Research, Brand Management.

WORK EXPERIENCE

Asolo Cashmere

Jan. 2025 – Jul. 2025

E-Commerce and Digital Marketing Internship

Milan, IT

- Coordinated digital campaign activity for a direct-to-consumer launch, managing campaign calendars and social media integrations across 25+ product launches and two promotional pushes per month
- Built the product catalogue structure, product pages and site taxonomy, ensuring accurate campaign assets and tracking across touchpoints
- Monitored on-site performance including imagery, navigation, page speed and merchandising, identifying opportunities to improve conversion and campaign results
- Maintained a consistent brand presence across site and campaign touchpoints, supporting cross-functional alignment with marketing teams

Simone Rocha

May 2023 – Jul. 2023

Digital Marketing Internship

London, U.K.

- Analysed e-commerce and social performance data in Excel and Shopify, identifying trends and preparing reporting decks for internal review
- Built and maintained a weekly performance report covering 600+ SKUs, introducing automation that reduced manual reporting time by 2–4 hours per week
- Managed product page assets and campaign-ready copy across four retail partners, verifying accuracy and on-time delivery
- Retouched and delivered approximately 300 product images and quality-checked around 120 product pages with 100% on-time hand-off

Accelerate Management (Marketing & Talent Agency)

June 2024 – Aug. 2024

Marketing and Studio Internship

London, U.K.

- Produced and edited marketing content for consumer and entertainment clients, delivering six video pieces per week using Adobe tools
- Managed high-volume client communications and creative assets, maintaining accuracy and deadline compliance

Guild Co. (Communications Agency)

March 2023 – May 2023

PR and Communications Internship

London, U.K.

- Improved workflow efficiency by automating repetitive tasks, including customised email campaigns built in Excel
- Prepared a market opportunity-scan report for leadership, gathering insights to support decision-making

CERTIFICATIONS, SKILLS & INTERESTS

- **Tools:** Excel, Google Analytics, Meta Business Suite, PowerPoint, Shopify, Tableau, SPSS, Figma, Adobe Photoshop
- **Certifications:** INSIDE LVMH, MS Excel, Adobe Photoshop, PMI Project Management (ongoing)
- **Languages:** Italian (native), English (bilingual), French (limited working proficiency)