



ROBERTO SESSA

Digital Communication Specialist



CONTACTS

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Malnate (VA) · Italy

Italian citizen (EU) · Eligible for G/B Permit

SKILLS

Illustrator · Photoshop · InDesign
Premiere · XD · Figma · Canva

WordPress · Meta Business Suite
LinkedIn Campaign Manager · Hootsuite

Mailchimp · GA4 · Search Console · SEMrush

Office · Trello · Notion

LANGUAGES

Italian — Native (C2)

English — Intermediate (B1/B2)

German — Basic

ONGOING TRAINING

Wall Street English · Professional English
Profession.ai · Data Analytics

PROFESSIONAL PROFILE

Digital Communication Specialist with 5+ years of experience in B2B digital marketing, branding and corporate communication. Since 2020, I have independently managed all communication for Peroni Ruggero Srl, social media, web, email marketing, trade shows and visual identity.

Measurable results: +521% LinkedIn followers, +35% email open rate, +67% product enquiries, +30% sales.

WORK EXPERIENCE

Digital Communication Specialist | Peroni Ruggero Srl

September 2020 – Present · Varese, Italy

- Built the company communication department from scratch
- B2B social media (LinkedIn, Instagram): +521% followers in 5 years
- Mailchimp email marketing — segmentation, A/B testing: +35% open rate
- SEO-optimised WordPress website: +67% product enquiries
- Complete brand book: visual identity, print and digital materials
- International trade shows: Print4All Milan, Drupa Düsseldorf

Real Estate Agent & Office Manager | Tempocasa

September 2016 – June 2019 · Malnate (VA), Italy

- Full sales cycle management with progression to Office Manager
- Administrative operations and client relationship management
- +80% sales through targeted follow-up and personalised consulting

Public Relations & Press Office | Laboratorio Comunicazione

September 2012 – July 2013 · Milan, Italy

- Press office for Warner Bros, Ubisoft, Lucca Comics & Games
- National media coverage: TG5, RAI, Sky
- Lucca Comics & Games: +21% visitors vs. previous edition

EDUCATION

Bachelor – Digital Communication | ITS INCOM

September 2019 – 2021 · Varese, Italy

Digital communication, social media marketing, SEO, content creation, branding, web design and data analysis.

Project for Peroni Ruggero selected as curricular internship.

Specialisation Diploma – Illustration & Comics | Scuola Internazionale Comics

September 2012 – July 2016 · Turin, Italy

Technical Diploma – Advertising Graphics | ISSS Don Milani

September 2008 – June 2012 · Venegono Inferiore (VA), Italy

EXTRACURRICULAR ACTIVITIES

SOS Malnate – Emergency Volunteer

Emergency management, communication under pressure, teamwork.

BRAVO Club – Activity Leader

Event organisation, problem solving, teamwork.