



Marco Zappulla

Marketing & Creative
Project Specialist

Contacts

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Palermo
(available for relocation)

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Link Portfolio

Profile

Creative and analytical, graduated in Media Communication with cross-functional experience in marketing, digital content, project management, and brand strategy. Solid background in social media management, advertising campaigns, and creative project ideation. Passionate about financial analysis and always up-to-date on digital trends. I am proactive, autonomous, and result-oriented: I want to grow in roles where strategy and creativity meet.

Skills

- Management skills
- Creativity
- Problem solving
- Critical thinking
- Leadership
- adaptability

Education

- Bachelor's degree in Media Communication and Institutions – University of Palermo
2019–2024 | Final grade: 108/110
- Universidad Rey Juan Carlos Audiovisual Communication
Erasmus+ Madrid | 2022
- Technical Diploma in Computer Science – I.T.I. Vittorio Emanuele III, Palermo
2019 | Final grade: 80/100

Professional Experience

- **Brand & Communication Manager**
Mondocarta S.r.l. | Palermo 01/2025 - present
 - Management of internal/external brand communication strategies
 - Creation and development of digital content for social media
 - Optimization of company e-commerce
 - Product photography shootings
 - Writing articles, news, and insights for the company blog
 - Planning and managing digital advertising campaigns
- **Marketing event coordinator (sport)**
ASDP PEGASO | Palermo 09/2019 - 09/2025
 - Design and implementation of marketing strategies
 - Creation and management of websites
 - Supervision of digital and traditional promotion
 - Team coordination during all phases of events
- **Team Leader**
RGIS Logistica | Palermo 10/2021 – present
 - Team management and quality control
 - Optimization of collaborative processes
 - Leadership development in dynamic contexts
- **Communication Manager**
SELERITEL | Palermo 07/2023 – 02/2025
 - Logo creation, website and social strategies
 - Brand management and SEO campaigns
 - Communication department coordination
- **Cameraman Live Sport**
FEEL ROUGE TV | Palermo 10/2024 – 03/2025
 - Directing and live streaming of sports events
 - Technical management and production of multimedia content
- **Communication within a sports club**
ASD Athletic Club | Palermo (internship) 10/2023 – 12/2023
 - Graphic design, video, sports photography and footage
 - Interviews and press releases

Languages

- Italian (native)
- English (C1)
- Spanish (C1)
- French (B2)
- Arabic (A2)

Key skills

- Digital marketing strategy, ADV campaigns (Google Ads, Facebook, Instagram)
- Social media management & content creation (copy, video, graphics)
- Brand strategy, storytelling, creative copywriting
- Web design, SEO, site management
- Data analysis, KPI monitoring, project management
- Team leading, event management, project coordination

Certifications

- **Google** - Google Ads Display Certification (2025)
- **Microsoft** - Generative AI by Microsoft (2025)
- **LinkedIn Learning** - Social Media Marketing Strategy (2025)
- **Adobe** - Adobe Premiere Pro (2025)
- **Corsi.it** - Facebook Ads (2024);
- **Nicolò Scala** (marketing manager Durex) - Instagram Marketing (2024)
- **Tomaso Trussardi** - Digital Marketing Consultant, Brand development (2024)
- **Samsung | MIUR** – Programmazione e digitalizzazione (2018)



Ads Display
Google



Generative AI
Microsoft



ESOL
International
Cambridge



Generative AI
NASBA



Facebook Ads
Corsi.it



Instagram
Marketing
Corsi.it



Ethics in the Age
of Generative AI
Project Management Institute



Generative AI
Essential
National Registry of
CPE Sponsors



Crescita
di un Brand
Corsi.it



Spanish
Certification QCERL
Lengalia



Animation for
Social media
LinkedIn Learning



Content Strategy
and Optimization
LinkedIn Learning



Premiere Pro
Adobe



LetsApp
Champion
Samsung



Digital and technical skills

- Advanced Office, web browser, spreadsheets, presentations
- Intermediate web programming
- Video editing (Premiere Pro), digital graphics



Interests and Projects

- Start-up development; thematic YouTube channels and blogs
- Basic financial analysis and personal portfolio management
- Development of customized strategies for SMEs and personal projects