

PROFESSIONAL BOOK 25



Table of contents

- | | | | |
|---|--------------------|---|---------------------|
| 1 | Showcased projects | 4 | Collaboration types |
| 2 | Client list | 5 | Our team |
| 3 | Service Areas | 6 | Contacts |



Showcased projects



*"Sound Mind,
Sound Body"*



ASICS

Running towards insight

ASICS, a global leader in **sportswear**, is dedicated to inspiring movement and well-being through innovative products.

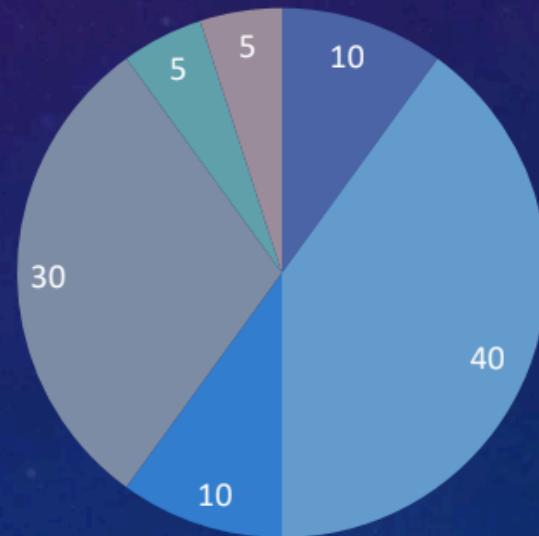
What I did for them

Through tailored **market insights** and **ad-hoc projects**, I've helped guide their marketing and communication strategies, pinpointing key **trends** that shape their next moves.



PUBLICIS GROUPE

AD SPEND IN 2024 ACROSS CAMPAIGNS



■ Campaign 1 ■ Campaign 2 ■ Campaign 3
■ Campaign 4 ■ Campaign 5 ■ Campaign 6



PUBLICIS GROUPE x Costa Crociere

Because every comment counts

With a presence in over 100 countries and expertise spanning **media, advertising, digital transformation, and commerce**, it is the partner behind some of the world's most influential campaigns.

What I did for them

From **analyzing social media** data to creating detailed reports and delivering actionable insights through **sentiment analysis**, I supported in understanding and optimizing their online presence.

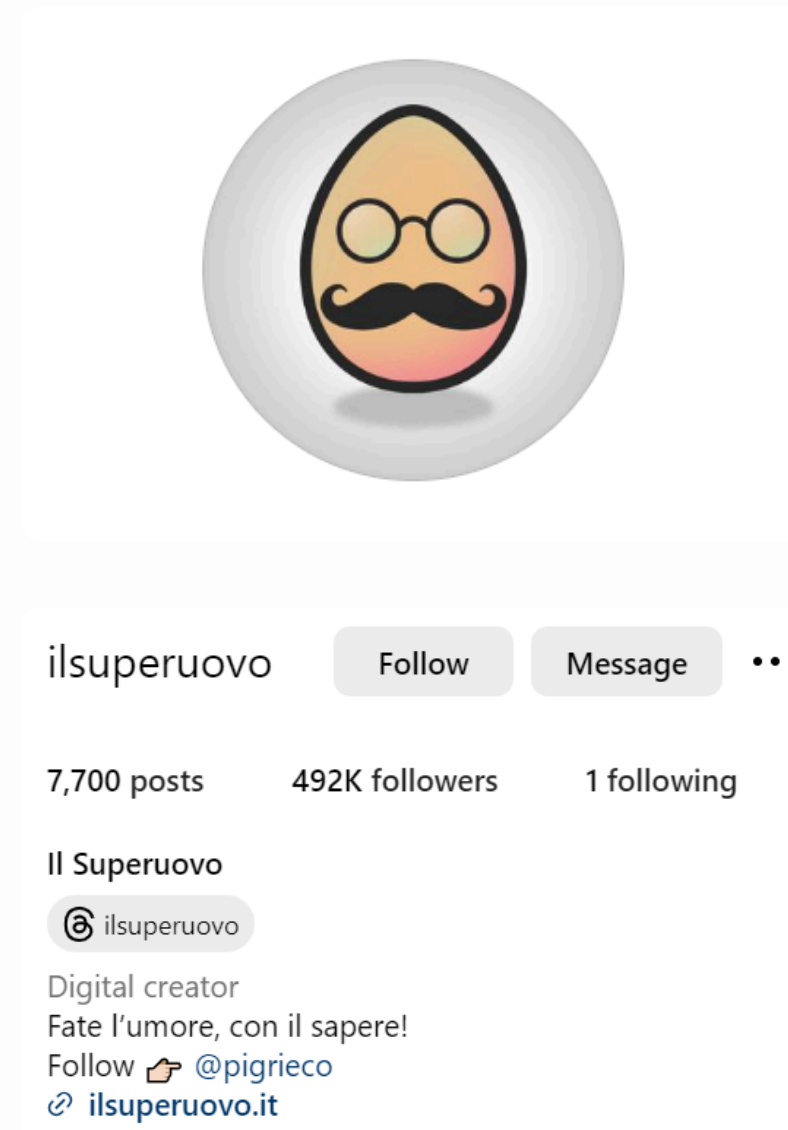
IL SUPERUOVO

When words take flight

"Il Superuovo" is more than a social media page, it's a journey through philosophy, science, and pop culture that captivates **500k followers** on Instagram and over 600k on Facebook.

What I did for them

I crafted articles and posts via **WordPress**, blending **copywriting** and storytelling to spark conversations and amplify brand visibility. Because sometimes, one word is all it takes to ignite an idea.



***“Savor the
taste of
knowledge”***



*“Work, Rest
& Play”*



MARS

Kindness with a crunch

For MARS, the **launch of BE KIND energy bar** needed a marketing plan as vibrant as its flavors. I developed a communication and guerrilla marketing **strategy** that highlighted the brand's values, blending creativity and purpose.

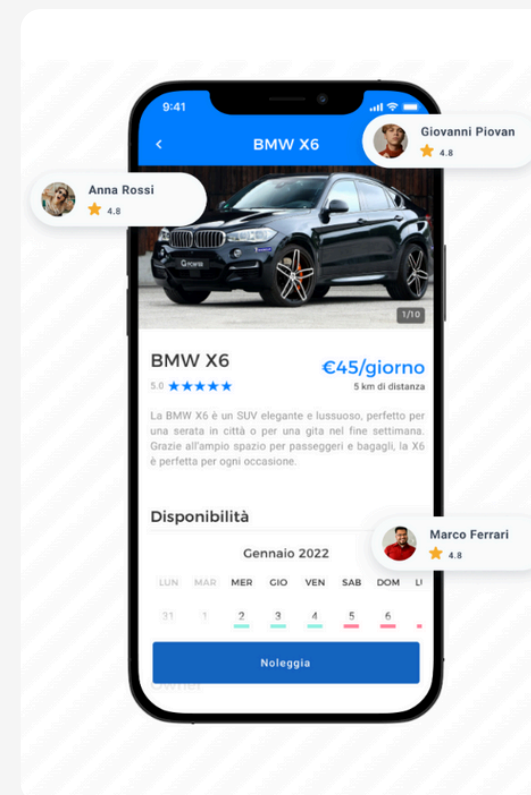
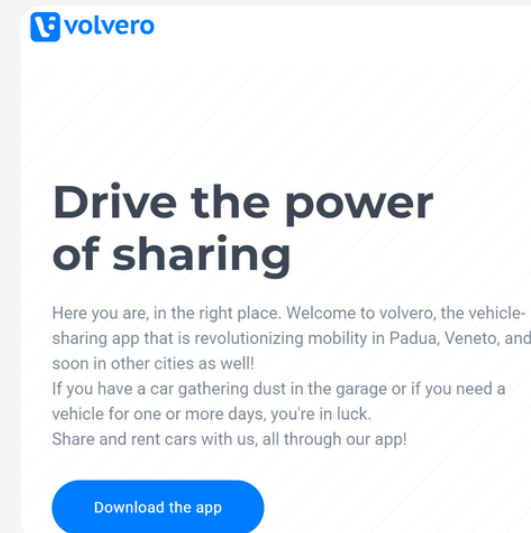
VOLVERO

Reinventing the road

Volvero, the vehicle-sharing app that's revolutionizing **mobility**, needed more than just a website, it needed a digital overhaul.

What I did for them

I restructured the website with **SEO optimization** to enhance visibility and performance. I planned targeted **social media campaigns** to boost engagement. Just like their service, the website needed to be efficient, and ready to drive the change.



volvero app offers a simple, reliable, and sustainable way of connecting vehicles' owners with drivers who are looking for a new solution for their transportation needs.

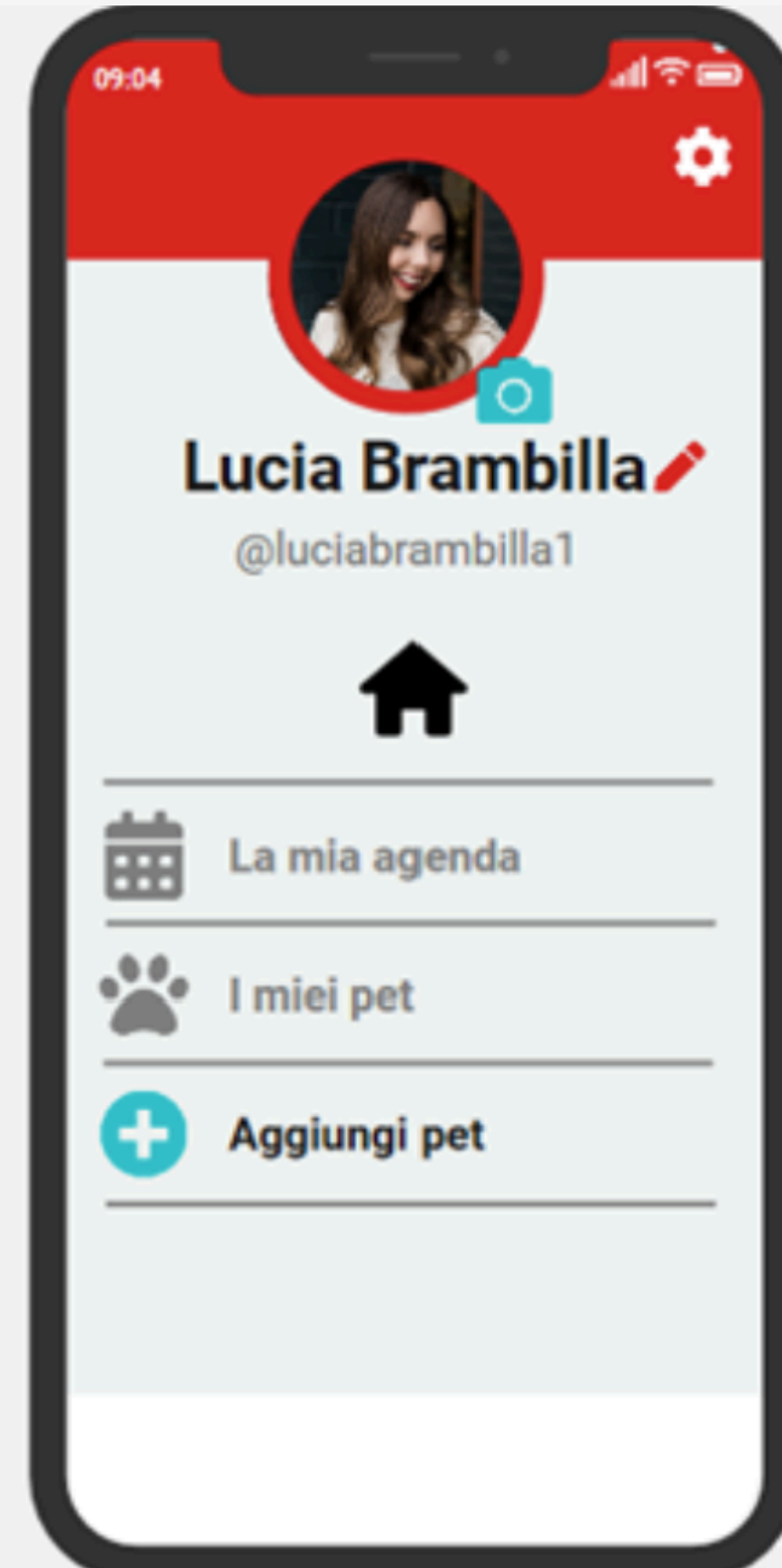
WHAT'S NEW ON THE APP

13K downloads! 🥳

🔧 New App Updates! We've enhanced your experience with improved vehicle filters, mileage details, Italian translations, and more intuitive pop-ups. Plus, our mail notifications now keep you better informed on approvals, messages, and upcoming rides. Enjoy an even smoother journey! ❤️

We hope you did by now, but if you haven't done so yet... download the volvero app right away!





FAMILY PAW

Paws with purpose

Through **design thinking**, we brought to life an **app** connecting pedigree dogs and their owners.

From defining buyer personas to crafting **user flows and mock-ups**, we shaped a platform where functionality meets heart, creating a space for canine connections.

MPS CONSULTING

acquired by EY Operations

Redefining efficiency

EY Operations (previously MPS Consulting) offers cutting-edge solutions in supply chain and operations, and I collaborated with them to shape their **communication strategy**.

What I did for them

I took charge of their entire communication strategy, starting with an **editorial plan** for LinkedIn, followed by the creation of a new **logo** and **website**. The result? A cohesive **digital identity** that reflects commitment to efficiency and connect with audience.



MPS CONSULTING

Articoliamo la nostra offerta formativa in tre filoni

- **FORMAZIONE INTERATTIVA:** Eroghiamo lezioni in c teoriche e pratiche ma anche in modalità online interazione diretta con il docente.,
- **FORMAZIONE ONLINE:** Offriamo percorsi esclusivamente a distanza on demand, fruibili in qualsiasi momento.
- **FORMAZIONE ESPERIENZIALE:** Organizziamo perco apprendimento che si fondano sull'esperienza p

La nostra formazione interattiva

Ecco i corsi previsti per
l'anno 2022:

01

INNOVATION MANAGEMENT

APRILE - MAGGIO 2022

Durata: 28 ore in 7 lezioni + esame

Costo: 1.650+IVA

Modalità: Online full interactive

Destinatari: R&D Manager e Responsabili di uffici tecnici, Progettisti, Project Manager, Manager di altre aree aziendali coinvolti nello sviluppo prodotto.

*"Shape your
future with us"*

ABFeu
AZIENDA BERGAMASCA
FORMAZIONE



ABF

Where learning meets growth

Azienda Bergamasca Formazione is where education becomes **transformation**, offering courses that bridge passion and professionalism.

What I did for them

I managed their **social media and website**, creating a **digital narrative** that mirrors their commitment to growth. Each post and page was designed to inform, inspire, and spark ambition.

MILANO FOOD POLICY

A taste of awareness

For the City of Milan, we designed a **social marketing campaign** rooted in the principles of the Milan Food Policy.

With a focus on **nutritional** and **environmental** well-being, the campaign aimed to educate citizens about food choices that nourish both people and the planet. Every post was crafted to inspire **conscious habits** and the shared joy of **sustainable** eating.

Personas



Camilla

- Attention to convenience
- Buy prepared foods
- Family's influence
- Eat in *fast food*
- *Delivery addicted*



Rosa

- Love *local products* and Km0 products
- Think that eating well is important



Tommaso

- *Little attention in choosing product*
- *Grocery shopping online*
- Love ethnic restaurants

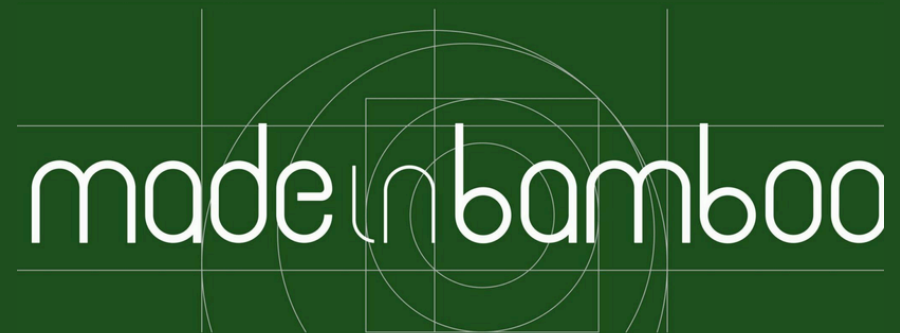


Alberto

- Careful about the food's origin
- Control labels on the products



***"Bamboo from
every angle!"***



MADE IN BAMBOO

Building sustainability online

Made in Bamboo is a sustainable brand dedicated to creating **eco-friendly products**. With bamboo at the heart of their designs, they deliver innovative solutions.

What I did for them

From implementing a **new menu**, to designing a compelling homepage and **flexible page templates** on WordPress. I also managed **content migration**, ensured seamless functionality, and enhanced SEO.

UNIVERSITY OF MILAN

Branding minds empowering psychology graduates

As part of the Tentacle Project with **Catholic University**, I collaborated on creating an engaging series of **educational resources** tailored to psychology graduates.

I developed content that guided graduates in identifying their **unique value proposition**, crafting **professional bios** that tell their stories with impact.



Partnerships:

ASICS

SUPERUOVO

ERNST&YOUNG

VOLVERO

CLIENTS

Projects:

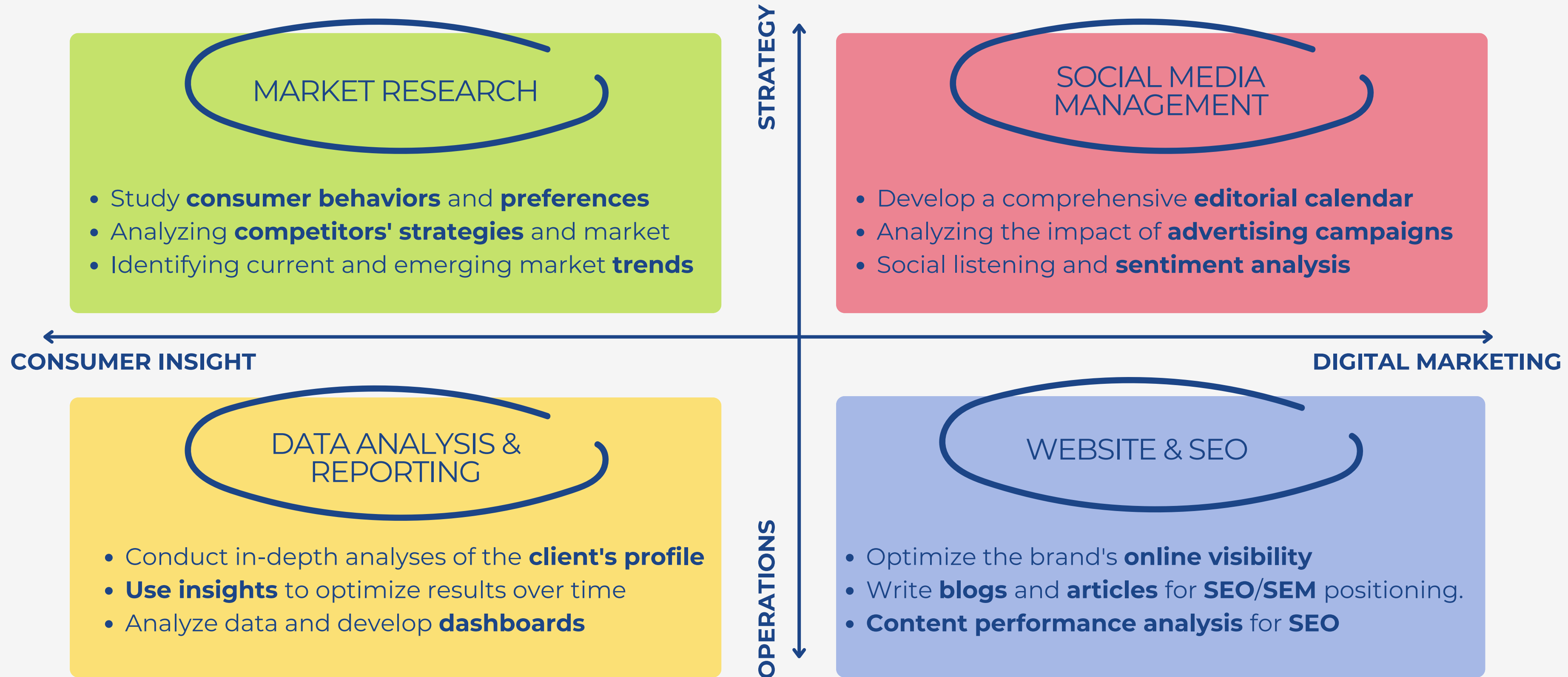
MARS

ABF

FAMILY PAW

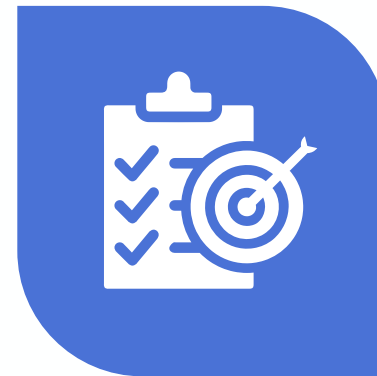
MI FOOD POLICY

Service Areas



Collaboration Types

For each service areas, we offer various collaboration opportunities.



Projects

Ideal for short-term needs, these involve working together on **specific initiatives** or **objectives**, providing targeted solutions within a defined timeframe.



Partnerships

Designed for sustained collaboration, these partnerships focus on building a strategic **relationship** to achieve shared goals and create long-term value.



Academy

Customized **training courses**, available for individuals or groups, to develop skills and expertise.

HI!

My name is Marta, and I'm a freelance digital marketing specialist with a curious mind and a passion for helping businesses grow.

My journey has taken me across **Italy, Belgium, and the Netherlands**, where I've had the chance to collaborate with incredible clients such as ASICS and work on projects that span from crafting engaging **social media campaigns** to uncovering **insights** through market data analysis, and optimizing **websites** for success.

I believe in combining **creativity with strategy**, always grounding my work in a deep understanding of each client's unique story and goals.

For me, it's about building **lasting partnerships** and helping brands find their voice in a competitive world.



Many talents, One vision: Your success

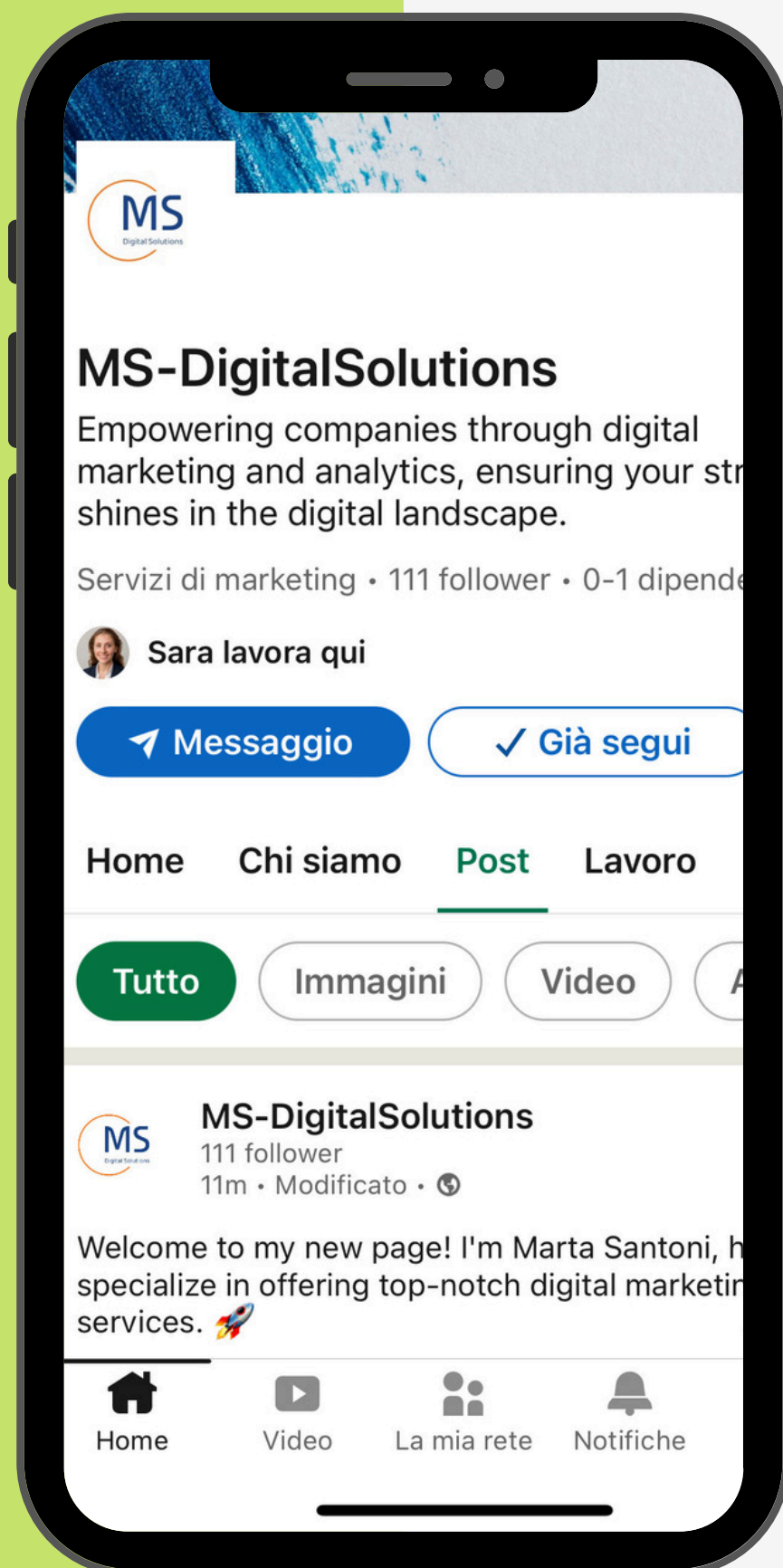
Our team is a dynamic group of specialists who bring together a diverse range of expertise to help businesses thrive.

From **market research** to **marketing communication and copywriting**, each of us brings a unique skill set.

Our journey has taken us across borders and industries, collaborating with remarkable brands and businesses to deliver **tailored solutions**.

Whether it's uncovering valuable insights through in-depth market analysis, crafting compelling communication strategies, or creating copy that truly resonates, we approach every project with **passion** and **precision**.





LET'S CONNECT WITH US



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