



VALERIA CICERO

MAKE-UP ARTIST AND COMMUNICATION

CONTACT

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- Reggio Emilia, IT
- 24/11/1998

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CERTIFICATES

- Make-up Artist Certificate – 150 hours
- IELTS Certificate – C1
- Cambridge FCE – B2

COURSES

- Intermediate Excel Course – Ifoa

LANGUAGES

- English (C1 - Fluent)
- Italian (Native)

DRIVING LICENSE

- Category B

VOLUNTEERING

- Web Editorial Team – Brescello Film Festival 2025
- Study Tutor – Portofranco (2015-2019)

PROFILE

Creativity is the common thread throughout my journey. After years of experience in communication and marketing, I chose to explore new forms of expression that reflect my energy, curiosity, and versatility.

I'm passionate about dynamic environments where action and creativity intertwine, and where I can contribute concretely, experiment, and grow. I have a strong interest in the audiovisual and fashion world, which I see as fertile ground for expressing ideas in an authentic and engaging way.

WORK EXPERIENCE

- Gimborn s.r.l.** March 2024 – June 2025 | Reggio Emilia
Product Marketing
 - Full-spectrum product marketing management: from layout and packaging to reviewing social media plans.
- Come in una Favola s.r.l.** September 2023 – March 2024 | Reggio Emilia
Marketing and Communication
 - Content creation and management for social media (Instagram, TikTok, Canva) and e-commerce
 - Public relations, event organization, participation in trade fairs
- SERN** February 2023 – May 2023 | Parma
Communication Office
- Black Store Shop** December 2020 – June 2021 | Formigine, MO
Social Media Manager
 - Managed social media, website (WordPress), and newsletter

EDUCATION

UNIVERSITY OF BOLOGNA

2021-2023

Master's Degree in Cinema, Television and Multimedia Production

- Erasmus+ Program – Utrecht University

2017-2020

Bachelor's Degree in Communication Studies

- Erasmus+ Program – Ghent University