

Allegra Gorizzizzo

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Bologna, Italy

[Linkedin](#)



EDUCATION

Università di Bologna – Alma Mater Studiorum

Bachelor's Degree in *Business and Economics* (#1 Public Italian University)

Relevant courses: *International Marketing, Macroeconomics, Accounting, Business Strategy*

Dissertation topic: "*Women's Leadership in The Business World (...)*"

Academic project: Competitors analysis, segmentation, targeting and positioning for the development of an app with VR for startup *Customix* (Applied)

Bologna, Italy

09/2019–10/2022

High School Luigi Galvani

Degree in *Italo-english International Scientific School*

IGCSEs certificates: *Maths, Physics, Biology, Geography, French, Photography*

Stage: *London* to prepare Cambridge Advanced and IGCSEs, *Nice* for DELF B1

Bologna, Italy

09/2014–07/2019

PROFESSIONAL EXPERIENCES

MaxMan Soc. Coop. (Production and post-production company)

Producer

- Documentary *Dear Audience* in lavorazione, directed by *Enrico Baraldi*
- Creation of financial plan and budget. Selected at *Bio To B 2023*

Bologna, Italy

02/2023–Present

Assistant Producer

- Documentary *Le Biblioteche e la Città - Conoscere per essere liberi*, produced by *Paolo Marzoni*, directed by *Francesca Zerbetto* and *Dario Zanasi*
- Sustained by *Film Commission ER 2022*, selected at *Biografilm Festival 2023*

03/2022–Present

GELLIFY - Venture Box (Venture builder of copycat software and innovation consulting)

Insider Sales Representative

- Go-To-Market strategy and operational sales of Software-as-a-service (SaaS) B2B
- Achieved 36k of Annual Recurring Revenues for our first SaaS within a year of its launch

Bologna, Italy

01/2023–07/2023

JEBO - Junior Enterprise Bologna (University association recognized by University of Bologna, marketing agency completely managed by students)

Project Manager

- Organization of national meeting of Italian Junior Enterprises: *JEIMM22*
- 3 days, 300 participants, 90k budget, negotiation with sponsor

Bologna, Italy

11/2021–06/2022

Head of Marketing Unit

- Management of 20-people unit and support for consulting projects
- Development of multi channel inbound marketing strategy

07/2021–12/2021

LANGUAGES AND TECHNICAL SKILLS

Languages: *Italian (Native), English (Fluent, level C1 Cambridge), French (Academic, level B1 DELF)*

Technical skills: *Google suite, Microsoft suite, CRM system management (Podio, Notion, HubSpot), Canva*

EDUCATIONAL EXPERIENCES

- 2022: Mentee of association *Aurora Fellows*, hub of young under 23 entrepreneurs
- August 2020: Usherette at Teatro Comunale di Bologna for *Festival del Cinema Ritrovato* - Fondazione Cineteca di Bologna