

SARA BELTRAMINO

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PROFESSIONAL SUMMARY

International master's student in Digital Marketing at IE Business School with experience in social media analytics and content strategy within a multinational environment. Strong international background across three countries, with proven adaptability and collaborative problem-solving skills. Seeking strategic marketing opportunities to leverage analytical insights in the development of global brand campaigns.

PROFESSIONAL EXPERIENCE

EXTERN x TIKTOK (Entertainment, €186b)

Brand Strategist Extern

REMOTE
APRIL 2026 – JUNE 2026

- Developed a comprehensive brand voice and social content system for Instagram, ensuring consistent messaging and visual identity across all digital touchpoints.
- Analyzed virality patterns and audience engagement metrics to inform content strategy, optimizing for organic reach and brand awareness.
- Collaborated with TikTok's Head of Agency to conceptualize and pitch a final campaign strategy to real-world clients, focusing on innovative storytelling.

BASICNET S.P.A – Briko, Robe Di Kappa (Sportswear, €550m)

Social Media Intern

TURIN, ITALY
JUNE 2025 – AUGUST 2025

- Developed and executed 50+ social media posts across Instagram and Facebook, contributing to increased audience engagement and brand visibility.
- Created 20+ content assets aligned with brand positioning, improving consistency in digital communication.
- Collaborated with a cross-functional team (3 people) to coordinate a brand photoshoot, ensuring alignment between creative direction and marketing objectives.
- Managed communication with influencers in partnership campaigns, contributing to increased brand awareness.

CLASSNCB S.P.A. (Media & Broadcasting, €64.72m)

TV Journalism Intern

MILAN, ITALY
MARCH 2024 – JUNE 2024

- Researched and produced 80+ financial news segments, supporting daily content output for a national business news channel.
- Edited and published video content across multiple platforms, contributing to increased digital reach.
- Collaborated with senior journalists on content planning under tight deadlines, ensuring timely delivery of high-quality outputs.

EDUCATION

IE BUSINESS SCHOOL

Master in Digital Marketing

MADRID, SPAIN
JULY 2026

- Relevant coursework: Data Analysis, Business Digital Transformation, Customer Experience, Digital Analytics (GA4), Problem Solving, Project Management, Programming
- Current GPA: 3.98/4.00 | Class Rank: 1st

UNIVERSITY OF AMSTERDAM

Bachelor of Science, Communication Science

AMSTERDAM, NETHERLANDS
JULY 2025

- Exchange Program University of Edinburgh.

LANGUAGES

Italian (native); English (fluent); Spanish (intermediate); French (basic)

TECHNICAL SKILLS

Msoffice | SQL | Python (basic) | Tableau | SPSS | Google Analytics | Google Tag Manager | Looker Studio | Meta Ads | Google Ads | Salesforce Marketing Cloud | WordPress | InDesign | Canva | Affinity

STRATEGIC MARKETING PROJECTS

L'Oréal: Full Funnel Campaign | Gallinée: Full Funnel Campaign | (To Be Determined Soon: AI Marketing Campaign)

ADDITIONAL INFORMATION

- Grew a TikTok account to 10K+ followers in 3 months by testing content strategies and optimizing audience engagement.
- Certified IB Diploma from the International School of Turin.
- Student council and MUN in highschool to enhance leadership and public speaking initiatives.
- Volunteered at Oratorio Pragalato (summer camp) to organize activities and supervise children.