

# Alberto Massimiliano Rescalli

**Address:** VIA DEL CASTELLO 39, PIACENZA (PC) 29121

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## SUMMARY

Junior social media manager with five years of experience in the fashion and journalism industries. I am a content creator, a dynamic organizer and a savvy strategist. I understand the levers that I need to pull to maximize the financial impact of my social campaigns. Recently started my experience in the Digital Art field with a lot of research into NFTs and Metaverse. Working also on movies or advertising sets as a secondary role actor. Collaborating as a PR in Bars and for some events in Milan.

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## WORK EXPERIENCE

11/2016 - 11/2018

**Junior Social Media Manager and sale associate, Pj Fashion (luxury clothes and accessories boutique), Piacenza**

Responsibilities:

- Developed social accounts and set up content calendars for new clients.
- Interacted with online communities and promoted brand and product awareness.
- Assisted with management of client presence on varying social media platforms.
- Recorded data regarding website traffic and user feedback.
- Created infographics and images for client blogs and Facebook accounts.
- Ensuring customer service satisfaction
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09/2018 – present

**Junior Social Media Manager and reporter, Freelance (worked for shops and boutiques )**

Responsibilities:

- Attending Fashion weeks in Milan, Paris and London.
- Creating contents for Instagram, Youtube, Twitter, TikTok.
- Manage, grow and engage with online community.
- Analyze results, adapt strategies and react to changes in the marketing landscape.
- Create customer-centric content and work with the best-fit service providers.
- Developing an online blog to attract more investors.
- Continue research in the Art, Nft, Metaverse fields.

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## EDUCATION

**Bachelor in Sociology, crime and security**  
Catholic University of the Sacred Heart Milano  
**Diploma of Scientific Studies**  
Liceo scientifico G Marconi Piacenza

2019-now

2017

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## SKILLS

- Interpersonal Communication Skills
- Project Management Skills
- Content Development
- Business Development Strategies
- Customer Service
- Computer Technology Skills.

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## EXTRAS

- Lifeguard since 2016
- Ski Instructor since 2018
- 5 years acting course at an academy (2017-now)
- working and study experiences in The Netherlands (2013), UK (2014), Florida-USA (2015), New Zealand and Australia (2016)

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## LANGUAGES AND IT SKILLS

**Languages** Native Italian, Fluent English (IELTS: 7.5/9), Fluent Spanish, Understand French

**IT skills** Advanced knowledge of Word, Excel, PowerPoint, Outlook, Project and SPSS

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## EXTRACURRICULAR ACTIVITIES & OTHERS

**Team Project** four-year high-school class representative (2012-2016) one year vice-president of the county of Piacenza students council (2016-2017), Event planner and PR (Summer 2018-now)



# Ministero della Giustizia

## Sistema Informativo del Casellario Certificato del Casellario Giudiziale (ART. 24 D.P.R. 14/11/2002 N.313)

CERTIFICATO NUMERO: 5358/2022/R

Al nome di:

Cognome **RESCALLI**  
Nome **ALBERTO MASSIMILIANO**  
Data di nascita **10/11/1998**  
Luogo di Nascita **FIORENZUOLA D'ARDA (PC) - ITALIA**  
Sesso **M**



sulla richiesta di: **INTERESSATO**  
per uso: **RIDUZIONE DELLA META' DELL'IMPOSTA DI BOLLO E DIRITTI: PER ESSERE ESIBITO IN OCCASIONE DI CANDIDATURA ELETTORALE (ART. 1 COMMA 14 LEGGE 3/2019)**

Si attesta che nella Banca dati del Casellario giudiziale risulta:

**NULLA**

ESTRATTO DA: CASELLARIO GIUDIZIALE - PROCURA DELLA REPUBBLICA PRESSO IL TRIBUNALE DI PIACENZA

PIACENZA, 12/05/2022 14:42



RESPONSABILE DEL SERVIZIO CERTIFICATIVO  
(DE ANSERIS MARIA ROSARIA )

Il presente certificato non può essere prodotto agli organi della pubblica amministrazione o ai privati gestori di pubblici servizi della Repubblica Italiana (art. 40 D.P.R. 28 dicembre 2000, n. 445), fatta salva l'ipotesi in cui sia prodotto nei procedimenti disciplinati dalle norme sull'immigrazione (d.lgs. 25 luglio 1998, n. 286). Il certificato è valido se presentato alle autorità amministrative straniere.



**\*\* AVVERTENZA \*\***

Certificato del casellario giudiziale - (ART. 24 D.P.R. 14/11/2002 N.313) - al nome di:

Cognome	Nome	Luogo di Nascita	Data di nascita	Sesso	Paternità	Codice Fiscale
RESCALLI	ALBERTO MASSIMILIANO	FIORENZUOLA D'ARDA	10/11/1998	M		

Si attesta che nella Banca dati del Casellario Europeo NULLA risulta.

