

Viola Naldi

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EDUCATION

Politecnico di Milano **Milan, Italy**
Bachelor's degree in design and visual communication Sep 2024 - present
Competencies Acquired: skills in visual communication, UX/UI Design, branding, typography, strategic communication and teamwork, project management and creative problem-solving methods.

WORK EXPERIENCE

JEMP – Junior Enterprise Milano Politecnico **Milan, Italy**
Head of Marketing & Communication Jun 2026 - present
• Leading the team to drive brand strategy, campaign execution, and association growth.
Consultant - Marketing & Communication Jan 2026 - Jun 2026
• Managed a team responsible for creating visual content for the association's recruitment campaign, overseeing the planning and delivery of graphic materials across multiple channels.
Associate Consultant - Marketing & Communication Oct 2025 - Jan 2026
• Developed and executed social media campaigns, branding strategies, and marketing initiatives for external clients, ensuring consistency with brand identity and communication objectives.

Dialetto **Milan, Italy**
Founder Sept 2025 - present
• Founded a startup focused on preserving local languages, starting from Italian regional and minority languages, awarded a €2,000 grant from the Tech Europe Foundation.

Garden Steflor **Vimodrone (MI), Italy**
Sales and customer support Mar 2025 - Apr - 2025
• Managed daily sales exceeding €4,000 and assisted hundreds of customers.
• Resolved client issues promptly, ensuring high satisfaction.

Project “Raccontare Raccontarsi” - Sistema Bibliotecario Municipio 3 **Milan, Italy**
Graphic design and installation Nov 2023
• Created graphic materials and visual displays for a public cultural event.
• Collaborated with GLOB Social Cooperative to enhance event communication.

Independent work **Milan, Italy**
Freelance Graphic Commissions 2020 - present
• Designed logos, posters, corporate identities, and social media content for individual clients.

SKILLS

Languages: Italian (Native), English (Fluent – B2), Spanish (Intermediate)
Design & Technical Skills: Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Adobe Firefly), Figma, Procreate, Office Suite, HTML, CSS, JavaScript.

ACTIVITIES & INTERESTS

Sport: Volleyball (competitive level, 2015 – present), Tennis, Beach Volley.

Interests: Music (I have played flute since 2017), Reading, Travelling

Volunteer Work:

Milano Cortina 2026 - Olympic and Paralympic Winter Games Workforce Volunteer

- I was part of the Human Capital, and I've coordinated daily logistics, shift scheduling, and engagement initiatives for drivers and technical staff at the Assago Fleet Depot.

Politecnico Buddy Programm - supported an international student to adapt in Italy