

Jasmine Torkian

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Location: London, UK

EDUCATION

Hult International Business School

Master's Degree | London, United Kingdom

August 2023

- **GPA: 3.4**
- Hult International Business School is within the top 1% of business schools worldwide, having students from 137 different nationalities speaking over 100 languages while no nationality represents more than 8.5% of the student body also it is the first school to have triple-accreditation in the US (AACSB, AMBA, EQUIS).
- Main subjects: Sales Management, Brand Strategy, Consumer Behavior, Digital Marketing Strategy, Financial Literacy for Marketeers, Marketing Insights through Data (Pivot table with Excel and Data Miner), Marketing Metrics & Analysis (Excel and SPSS Statistics), New Product Development, Behavioral Economics and Decision Making, Business Challenges.

IULM University

Bachelor's Degree | Milan, Italy

November 2022

- **GPA: 4.00**
- Main subjects: Languages and Strategies of Advertising Communication; Advertising Workshop, Information System and Digital Trends; Mass media, New media and Network Society (web design workshop); Media Sociology; Semiotics; Ethics and Economics; TV Languages; Political and Media Economics, Journalism and Language: theory and techniques.
- Dissertation:
- "The Basics of Intuitive Marketing: Instructions for Use" | Neuromarketing

PROFESSIONAL EXPERIENCE

Me:Mo Media Agency

Junior Account Assistant | London, United Kingdom

September 2023 - April 2024

- Operated in different services such as PR & Influencer outreach, Press through several channels, Digital Marketing & Social Media Management, OTG Marketing, Content Creation and Local Marketing.
- Social Media Management on Instagram, Facebook, Twitter and TikTok: creating content with Canva and Figma; creating and managing editorial plans; setting organic and paid posts on SproutSocial, Business Meta Manager and Google Ads; managing the reputation of social media by doing community management, and more).
- Influencer Outreach practices.
- Write and set up newsletters (Mailchimp and Wix).
- Assistant during shooting sessions contributing to the creative aspect of the work.
- Build weekly and monthly reports for the clients.
- Admin practices for the team.

Brands: Crazy Pizza London, Harrods, Deliveroo, L'Atelier de Robuchon, The Middle Eight Hotel, Sycamore Restaurant, Grilandia, The Black Cow, Epicurus, The Good Egg, Ricco London, Pizza Pilgrims, Al Dente, IBÉRICA by Nacho Manzano, Cocotte, Hakkasan, and many more.

MCM Holding | PubliCom s.r.l

Social Media Specialist Intern | Milan, Italy

Novemeber 2021 - March 2022

- Social media management for different important brands.
- Set up paid advertising on Business Meta Manager and organic posts manually in apps (Instagram, Facebook and Twitter).
- Application of SEO strategies on the websites and using tools like Semrush, Google Trends, and AnswerThePublic.
- Identified the most important KPIs for the construction of an editorial plan consistent with the objectives set.
- Contributed to the realization of the monthly report.
- Willingness of the company to renew the contract.

LANGUAGES AND CERTIFICATES

- **Italian: Native Language** | **English: C1 (IELTS)** | **Spanish: B2 Advanced (IULM Language Course 2021)** | **French: B1 Intermediate (IULM Language Course 2021)** | **Hebrew: B1**
- **EIPASS** European Informatic Passport Advanced | **INSIDE LVMH Certificate** | **Market Research Consumer Behavior IE Business School** - Grade 100%

VOLUNTEER EXPERIENCE

- Bnei Akiva (Project Leader) | In charge of creating projects and activities about different topical topics for groups of children of different ages.
- The Holocaust Memorial (Assistant) | Explain the meaning of the memorial and give historical information about the period of the II World War to the visitors and was responsible for collecting donations made by visitors.
- Wizo Centre Charity (Hostess) | Assisted visitors, and worked as a translator for Lior Suchard.