

Lorenzo Monopoli

3163082439 • lorenzomonopoli.business@gmail.com • Boston, MA

OBJECTIVE

Result-driven business marketing graduate, with global communication and marketing skills. Proficient in analyzing consumer consumption patterns, demonstrating a comprehensive understanding of market trends and behaviors. Skilled in conducting thorough market research and to provide valuable insights for informed decision-making. Proficient in **copywriting, Google Workspace & Analytics, Microsoft Office, Canva, Wix & Statista**. Fluent in **English, Spanish and Italian**, proficient in **French**

EDUCATION

Bachelor of Business | Major in Marketing

Aug '21 - May '25

Bachelor of Social Science | Minor in Psychology

Bethel College | North Newton, KS

- Relevant Coursework:
 - Marketing Research | Consumer Behavior | Business Law | Macroeconomics | Microeconomics
 - Media Analysis | Human Resource Management | Leadership | Advertising |

International Baccalaureate (IB): HL History, HL French B, HL Economics, SL Mathematics, SL English Language & Literature, SL Biology

Sep '10 - May '21

International College Spain | Madrid, Spain

Work experience

Marketing Intern

Jun '25 - Aug '25

Regan Communication Group | Union Wharf, Boston, MA

- Assisted in developing and executing integrated PR marketing campaigns for clients across education, lifestyle, and corporate sectors.
- Researched and built targeted **media and contact lists** to support outreach efforts and secure press opportunities.
- Drafted press materials, client communications, and internal strategy documents under senior team guidance.
- Drafted
- Supported **social media strategy and content planning**, helping improve client engagement across platforms.
- Compiled client and prospect data into Excel sheets and maintained organized contact databases.
- Collaborated with account executives on case studies, media strategy decks, and new business proposals.
- Gained hands-on exposure to client communications, campaign tracking, and professional agency operations.

Project Manager for Integrated Marketing Campaign

Jan '25 - May '25

Rolling Wheels LLC- Advertising BUS365-01 | Newton, KS

- Directed the **end-to-end planning** and **execution of a multi-platform ad campaign** targeting first-time car buyers aged 16–35.
- Organized a dealership video shoot for a Ford truck feature, involving scripting, casting, & production logistics to enhance brand visibility
- Executed achievable & realistic **budget** as per client requests aligning with their expectations & priorities
- Crafted & honed campaign messaging & slogans to harmonize with brand identity & regional appeal, leading to a recognizable slogan
- Led a cross-functional team overseeing social media, print ads, & influencer partnerships to stimulate local engagement & drive lead generation, utilizing **Facebook, Instagram, and TikTok platforms**

Marketing and Website Development Intern

Aug '24 - Nov '24

100 Avenues - Luxury Travel | Remote, US

- Designed and managed website development and CRM tracking with **Wix**, ensuring seamless user experience and data accuracy, while analyzing a 21,000-lead database to identify high-value opportunities.
- Strengthened customer relationships through website updates, boosted brand visibility by marketing to 30 influencers weekly, and streamlined team workflows with **ClickUp** and **Microsoft Teams**.
- Fostered strong partnerships with luxury hotel brands, including **Ritz Carlton** and **Marriott**, to expand the company's client portfolio

Marketing Intern

Jun '20 - Aug '20

Basket World Store. | Zaragoza, Spain

- Boosted in-store revenue by executing personalized service, leveraging **CRM software** , data analytics & **Google Ads**
- Drove product promotion for basketball shoes & accessories through **face-to-face strategies**, securing 10+ new acquisitions
- Conducted market research under the guidance of seniors and provided insights to the team for data-driven decision making as part of process improvement

LEADERSHIP & CAMPUS INVOLVEMENT

- Captain of the varsity Basketball team | International College Spain |November 2018 - February 2019
 - 1st place in Nord Anglia International Basketball tournament - Bratislava 2019
- Leading Manager for UNICEF Charity Basketball match | International College Spain | 2019
 - Raised more than \$1,500

HONORS & AWARDS

- Basketball Varsity Scholarship | Bethel College
- Dean Academic Scholarship | Bethel College

KEY SKILLS

- **Leadership & Coordination** • **Market Research Consumer behavior** • **Product Promotion** • **Event management**
 - **Creative Direction** • **Copywriting** • **Google Workspace & Analytics** • **Microsoft Office** • **Canva** • **Wix** • **Statista**
- Languages: English, Spanish and Italian (Native), French (Intermediate)