
Martina Paccagnella

Address:
Telephone number:
Email:
Date of Birth: 02/09/1994
Citizenship: Italian
Areas of interest: Innovation Management, Digital, Business Development, Strategy



Personal Profile

I'm an open-minded and ambitious person with strong attention to details and passion for business and digital. Thanks to my heterogeneous academical background developed in four different countries, united with significant communication skills, I can work in multiple areas. I've always combined my academical path with working experiences and extra-curricular activities, driven by great and constant curiosity and passion. Looking for new challenges and professional growth. Tireless enthusiastic.

Education

Copenhagen Business School

Master's Degree in Management of Innovation and Business Development

Final grade: 10/12; Master Thesis: 12/12

Activities:

- Group Projects in collaboration with SAP Denmark, Novo Nordisk and Open Influence
- NIMS (Network of Innovation Management and Strategy) member & CBS Photography Club member

September 2017 – June 2019

Copenhagen, Denmark

The University of Western Australia

Overseas Master's Degree Program, UWA Business School

Average Grade: 20/20

July 2018 – December 2018

Perth, Australia

University of Padova

Bachelor's Degree in economics and Management, Curriculum in Management

Final Grade: 110/110

Activities:

- Google Online Marketing Challenge, in collaboration with Uqido Srl
- Seminar "Cyber law" in Scuola Galileiana di Studi Superiori (PD)

September 2013 – July 2016

Padova, Italy

Universidade Católica Portuguesa (Católica Lisbon School of Business & Economics)

ERASMUS Bachelor's Degree Program, School of Business and Economics

Average Grade: 30/30

September 2015 – January 2016

Lisbon, Portugal

Technical Commercial High School – EinaudiGramsci

Secondary School

Final Grade: 100/100

Activities: "Impresa Turistica nel Web: 2.0". Three months' internship in the Tourist Information Office (PD)

September 2008 – July 2013

Padova, Italy

Working Experience

Ernst & Young

Senior Consultant

Development on new business strategies, risk-assessment & performance improvement for companies and multinationals clients in telecommunications, retail, automotive and technology industries

October 2019 – Current

Milan-Padova, Italy

AzzurroDigitale Srl

Digital Consultant

Management of digital strategy consulting projects, organization and management of events related to the world of startups, realization of business plans and strategies, organization of design thinking and entrepreneurship workshops (Active Learning Lab) with Ca' Foscari University (VE)

March 2016 – August 2017

North Italy

TEDxPadova & TEDxModena

Event Manager

March 2016 – June 2018

North Italy

Responsible for the editions of TEDxPadova 2016, TEDxPadova 2017 and TEDxModena 2018: scouting partners and speakers, logistics, co-planning communication strategies, managing budgets and team members, public relations

Student Job, Self-employment

Private Tutor of maths, accounting, business administration, law, business management and English for 8 high school and university students

October 2009 – August 2017

Padova, Italy

Student Job, Food Industry

Waitress for prestigious restaurants and catering, wedding parties and business dinners

October 2012 – August 2017

North Italy

Summer Job, Gruppo De Bona Motors

Front office and secretaryship: administration, front office, accounting and order management

Summer 2011 – 2012

Padova, Italy

USDC Rubano – Scuola Calcio A.C. Milan

Second level's football coach, female team

September 2010 – June 2012

Padova, Italy

Volunteering and Associations

Political Commitment, City Council of Rubano (PD)

Municipal Councillor & President of the Economics Council Commission

Youngest elected candidate, in charge of communication and economics (budgets, investments, etc)

June 2019 – May 2022

Padova, Italy

TEDxPadova Innovation Hall

Event Coordinator, in charge of managing the innovative startups and companies which attended the event

January 2016 – August 2017

Padova, Italy

Political Commitment, City Council of Padova

Younger Candidate, election campaign organizing debates and workshops about the city's main topics

February 2017 – June 2017

Padova, Italy

Alice per i DCA

Active member, Paduan non-profit association on eating disorders (anorexia, bulimia, etc.)

March 2015 – Current

Padova, Italy

Mato Grosso & Summer Camps

Volunteer with operational tasks: iron collection, painting and organizing social dinners

Animator in my hometown: entertainment activities, education and coordination of children

Summer 2008 – 2013

Padova, Italy

Abilities

- **Team work and events' organization**, developed in university team projects in four different countries and past working experiences
- **Public speaking**, developed in voluntary activities, projects presentations during my exchange experiences and elective campaigns
- **Leadership**, acquired in extra university activities ("WineToMany" and "Google Online Marketing Challenge" in particular)
- **Problem solving & decision making**, developed in particular in association activities and in my past working experiences

Interests

- **Entrepreneurship**: Co-founder of a Legal Service, managing the new commercial branch of the Paduan law firm "Legita" in collaboration with lawyers and professor of University of Padova and UNIMORE (2019)
- **Marketing, Management & Innovation**: books, writing articles, Marketing Specialist in two hackathon in H-Farm
- **European Culture & Mindset**: speaker in conferences with members of the European Parliament (2019), interviews for "Il Mattino di Padova", "Corriere della Sera" (2017, 2018) and for the RAI 2 program "Young and Europe" (2019)
- **Sport**: swimming, tennis, horse riding, football, handball and surf in the past. Nowadays gym, running, cycling, and snowboarding
- **Travel & Adventure**: watercraft, flyboard, climbing, paragliding and bungee jumping and visited several Italian, European and Aussie cities

Skills

- **Language Skills**: Italian (Native Language), English (IELTS. Level C1), Spanish (B1), Portuguese (A1)
- **Computer Skills**: EDCL, Windows XP, iOS, Microsoft Office, Illustrator & Photoshop, E-mail & Cloud Storage, Prezi, Slack, Trello, Asana

Awards

Mention of merit, Casa Vinicola Zonin (Verona, 2015)

"Wine to Many", 2^o edition of the digital workshop for innovation in wine communication

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