

Francesco Calligari

Nationality: Italian **Phone:** +39 3792347975 **Email:** francescocalligari22@gmail.com
LinkedIn: www.linkedin.com/in/francesco-calligari-153146202
DIGITAL MARKETING | CONTENT STRATEGY | SEO, SOCIAL MEDIA & AI SEARCH



About

Economics graduate with international experience in Digital Marketing, Content Strategy and Brand Development. Combining analytical and creative skills across SEO, Social Media, Meta Ads and AI Search. Skilled in turning ideas into projects, connecting data, technology and creativity to engage audiences and support business growth. Entrepreneurial and adaptable, I approach challenges with curiosity and initiative, take ownership of my work and adapt effectively to dynamic, international environments.

Work Experience

Digital Marketing Intern - CubiCasa

02/2026 – 05/2026 Helsinki, Finland
Supported digital marketing activities across SEO, Social Media & Meta Ads, targeting the U.S. real estate market.

- SEO & AI Search:** Developed and published 12 educational articles focused on search visibility and LLM citation.
- Social Media:** Created and published 5 short-form videos, generating 3K+ views and up to 8% engagement.
- Meta Ads:** Developed a TOFU–MOFU–BOFU funnel and supported campaign activation.

Co-founder & Social Media Manager - Amateur Football Club

09/2024 – 06/2026 Osimo, Italy
Founded and managed an amateur football team, overseeing operations, sponsorships and digital marketing.

- Project Management:** Managed team operations, organization and finances.
- Business Development:** Secured €5,000 in first-year sponsorships through local partnerships.
- Social Media:** Generated 300K+ views in the first year through content and social media strategy.

Microsoft Product Advisor - CPM Italy

11/2025 – 01/2026 Ancona, Italy
Advised customers on Microsoft products and services, using needs analysis, product demonstrations and technical guidance.

- Customer Advisory:** Recommended tailored device, software and service solutions based on customer needs.
- Sales:** Supported the sale of 70+ Microsoft products, representing approximately €25K in sales value.
- Customer Experience:** Supported purchasing decisions through clear, customer-focused communication.

Education

Economics | Bachelor’s Degree - Università Politecnica delle Marche

10/2023 – 12/2026 Ancona, Italy
Bachelor’s Degree in Economics, developing a broad understanding of economics, finance, business management and quantitative methods.

- Key subjects:** Microeconomics · Macroeconomics · Business Economics · Accounting · Corporate Finance · Financial Intermediaries · International Economics · Marketing · Statistics · Mathematics · Private Law

Digital Marketing & AI Agents | Master Online - Start2impact University

10/2024 – present
Online specialization focused on Digital Marketing, digital strategy and the application of AI technologies to marketing activities, combining theoretical knowledge with practical projects.

- Key subjects:** Digital Marketing Strategy · Social Media Marketing · Content Marketing · SEO · Digital Advertising · Analytics · AI & Automation · AI Agents · Content Creation

Skills

- LANGUAGES	Italian - Native	English - C1 (Cambridge)	Spanish - B2		
- SOFT SKILLS	Communication	Creativity	Problem Solving	Adaptability	Project Management
- DIGITAL MARKETING	Digital Marketing Strategy	Content Strategy	Social Media	SEO	Meta ADS
	Content Creation	Market Research	Brand Strategy	Analytics	AI Search
- TOOLS	Canva	Figma	Capcut	Microsoft Office	Google Workspace
	Meta Business Suite	Google Analytics	Google Search Console	Chat GPT	Claude