

# Stefano Bocchini

No matter what you want to do, or what field you work in, today China is inevitable. That's why a profound understanding of the country is fundamental. With a strong background in the Chinese language, politics, culture, economy and digital environment, I decided to follow my passion and specialize in the field of digital marketing and communication.



## Experience

2019

### Social Media Marketing Intern

Three months internship in **Beijing** at **Digiant Global**, tasks:

- Creating and editing pictures, videos, and written contents for social media channels and other marketing materials
- Adaptation of contents for Chinese social media (WeChat, Weibo, Douyin)
- Websites development and editing using WordPress
- Monitoring social media channels – Facebook, Instagram, Twitter, Pinterest, LinkedIn, YouTube, DouYin, WeChat, and Weibo
- Research industry news, trends, and influencers on a daily basis
- Track and measure analytics of social media posts and initiatives
- Planning monthly release schedules for posts in different social media
- Participate in social media planning meetings and prepare a summary of action items as required
- Assist communication with clients/partners

2016

### Intern

Four months internship at **Confucius Institute of Macerata**

- Managing educational activities through the coordination of the Chinese teachers and the administrative staff
- Organizing conferences, seminars, and all the cultural activities linked to the institute such as the Chinese new year's celebrations
- Office administration
- Managing PR both through web channels and live events



## Education

2019-2020

### Bologna Business School

Master in **Digital Marketing and Communication**

- Digital Marketing
- SEO & Web Analytics
- CRM and Marketing Research
- Sales and Trade Marketing
- Strategic Accounting
- Communication and Storytelling
- Corporate Communication
- Content Marketing
- Cross-cultural Management
- Business Ethics and Sustainability



## Contacts

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### Website

<http://www.thechinamarketer.com/>



## Languages

Italian

●●●●●  
Mother tongue

English

●●●●●  
Advanced

Chinese

●●●●●  
Upper-intermediate

Spanish

●●●●●  
Basic



## Projects

I took part in a project called "**From Case Study to Reality**" in collaboration with *Ferrino S.p.A* organized by *TOChina Alumni*. During this project, we were challenged by the company in finding the better solution for starting a new export of their products in the Chinese market.

2017-2019

## Università degli Studi di Torino – Beijing Foreign Studies University (Double Degree Program)

Master's degree in **International Relations - China and Global Studies**

(1<sup>st</sup> year in Italy, 2<sup>nd</sup> year in China)

Thesis: "*A portrait of China's newest generation: an exploratory study for marketing segmentation*"

2018

## ChinaMed Business Program

Intensive business program jointly run by ESCP Europe, Peking University,

Torino World Affairs Institute (T.Wai) and TOChina designed to provide strategic skills in:

**Business Internationalization, Cross-cultural Management and Creative Entrepreneurship**, with a focus on China and the Euro-Mediterranean region. Modules:

Problem Solving & Decision Making; Corporate Finance;

Doing Business across China and the Euro-Mediterranean; Essential Legal Awareness;

Creative Entrepreneurship; Sales & Marketing; Negotiations Techniques; Strategy & Execution.

2013-2016

## Università degli Studi di Macerata

Bachelor's degree in **Language Mediation Sciences**

Languages studied: English, Chinese, Spanish

Thesis: "*Differences between Chinese and western advertising from traditions to market needs*"

2015

## 北京语言大学 (Beijing Language and Culture University)

120 hours intensive Chinese language course

2008-2013

## Istituto tecnico industriale Enrico Mattei di Recanati

Secondary school diploma: **Chief qualified industrial technician**

Specialized in **mechatronics**



## Software

**Microsoft Office**: excellent | **Excel**: good | **WordPress**: good

**Google Analytics**: good | **Photoshop**: basic

**Sony Vegas Pro**: good | **Trello**: good | **SPSS**: basic

**AutoCAD**: basic | **Autodesk Inventor**: basic



## Certificates

International English Language Testing System **IELTS** level **7.5** (C1)

Chinese Language Proficiency Certification **HSK** Level **4** (B2)

**Advanced Google Analytics** (2020-2023)

European Computer Driving Licence **ECDL**