Elisa Hofmeister

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**Personal Profile:**

Determined and enthusiastic student interested in media, communications and marketing. Passionate about the power of social media. Currently studying Media and Marketing at London Metropolitan University. Living in different countries has reinforced my interest in many different cultures and has made me more open minded and strengthened my ability to work with others from different backgrounds.

**Academics:**

*London Metropolitan University (2017-2020)*

* BA in “Media and Marketing” graduating in July 2020
* Media modules include: Social Media Businesses, Media Genres, Media Histories, Media Culture and Identity
* Marketing modules include: Principles and Practices in Marketing, Corporate Communications, Services Marketing

*One Year Abroad (2018-2019)*

* Spent the Fall semester of 2018 at San Diego State University in California and was added to the College of Professional Studies and Fine Arts Dean’s List
* Spent Spring semester of 2019 at the University of Applied Sciences in Amsterdam studying the minor “City Marketing.” Collaborated with teams from Universities in Barcelona and Paris on a marketing communications project

*International School of Milan (Milan, Italy 2013-2016)*

* International Baccalaureate Diploma
* High school diploma

*San Diego High School (California, 2015-2016)*

**Work and Volunteering Experience:**

Social Media for [www.vitasanastudio.com](http://www.vitasanastudio.com) *(Biassono, Italy 2019-2020)*

* Managed Instagram and Facebook account for the Yoga Studio “Vita Sana”
* Set up and maintained “Google my Business” page
* Improved on social media skills

*Sales Assistant through Arc Hospitality (London, United Kingdom 2017)*

* Food runner at the O2 Arena bars and food stands
* Showed excellent communication skills and the ability to multitask in a fast-paced environment

*Teacher’s aid/assistant (International School of Monza,, Italy 2017)*

* Assisted a teacher of a second grade class at an International school in Monza
* showed the ability to build trusting relationships with young people as well as interpersonal skills

*Newspaper club (International School of Milan, Italy 2016)*

* Wrote my own articles and collaborated with other students and developed a passion for writing
* Showed commitment to this activity throughout the school year

*Volunteer at Soup Kitchen (Milan, Italy 2013-2015)*

* Prepared and served hot food to those in need in my community
* Ability to work in a team and showed commitment to this activity every Saturday as well as improving on leadership skills in order to direct my team on what to do

*Meals on wheels (California, United States 2011)*

* Assisted volunteers in packaging hot and cold foods and delivered food to homes in need who signed up for the program

*Film festival (California, United States 2011)*

* Volunteered at a German/American film festival
* Welcomed people at the door, collected tickets and directed them to different parts of the festival

**Language Skills**

* Native English and Italia
* Basic skills in German and Spanish
* Italia, German and US Citizenship

**IT Skills:**

* Intermediate level in Microsoft Word, Powerpoint and iMovie
* Competent in Windows, iOs computers
* Online course in Digital Marketing

**Interests:**

* Social media marketing
* Writing
* Photography