Progetto Laurea Magistrale Plus
(matricole a.a 2018/19 realizzazione esperienza in azienda anno accademico 2019/20)

Dati Università

<table>
<thead>
<tr>
<th>Corso di Laurea MIBE – International Business And Entrepreneurship</th>
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<tbody>
<tr>
<td>Tutor Universitario/Relatore tesi</td>
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<td>Insegnamento/ambito di competenza del tutor universitario</td>
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Dati Azienda

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<tr>
<th>Nome Azienda: FacilityLive OpCo srl, via Fratelli Cuzio 42 27100 Pavia</th>
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<tr>
<td>Tutor aziendale: Luca Ballista</td>
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<td>Funzione/ruolo del Tutor aziendale: Chief Marketing Officer</td>
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Contenuti del Progetto e informazioni sul tirocinio

**Titolo del progetto di tirocinio**
Digital Marketing activities for the development of Software Platforms

**Job Title:** Marketing Officer Trainee

You will be part of a fast growing company, considered the European Search Platform, an innovative technology for the creation of new software enabling platforms. You will be included in the Marketing&Communication unit of the company working on Digital Marketing activities for acquisition of new users and customers of the digital platforms developed with FacilityLive’s patented technology. FacilityLive looks for and selects candidates who have the imagination and the courage to find new paths and new tools to build an original root on the market.

The activities will include:
- Participation in the design of Digital Marketing Strategies and execution
- Identification of actionable, analytically-driven insights to improve business performance
- Building and maintaining reporting for business-marketing KPIs
- Operations on different marketing channels (e.g. Social Network, Direct Email Marketing ecc.)
- Supporting other functions of the company in dealing with market-related issues

FacilityLive is an European tech company employing 100 people, with headquarters in the technical pole “Polo Tecnologico di Pavia”.

**Requisiti/ competenze tirocinante**

- Has knowledge of Digital Marketing activities and channels
- Has a basic knowledge of market dynamics and online platforms
- Is enthusiastic about working in a team of smart and challenging people
- Is highly capable of working under pressure with changeable objectives
- Has a good knowledge of Italian and English

**Potenziale ambito e argomento di tesi**

During the internship in FacilityLive you will face several subjects. For this reason the thesis topic will be defined together with the Tutor after the first month of internship.
| **Sede del Tirocinio**  
Pavia |
|---|
| **Durata del tirocinio (6 o 12 mesi)**  
6+6 months |
| **Rimborso spese - informazione da acquisire se l’azienda ha una politica diversa dal minimo (min 500€/netti- max 800€/netti) - indicare eventuali altri benefit (navetta, mensa, foresteria…)**  
500 euro/mese |
| **Richieste specifiche dall’azienda** |
| On the one hand, the candidate must be willing to work in a dynamic environment that can require a flexible working day. On the other, the candidate will have the opportunity to experience a personal and professional growth curve that is hardly comparable with other work experiences. |
| **Note/ da segnalare** |