# Ylenia **Ferrara**


CSR Lead & Corporate Communication Specialist | Project Manager

*Milan MI, Italy*

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*"Success is driven by the ability to adapt, communicate effectively, and lead with purpose."*

## About Me

Marketing and Communication professional with expertise in corporate social responsibility (CSR), stakeholder management, project coordination, and cross-functional execution. I translate strategy into clear communication plans, executive-ready reporting, and structured workflows that improve alignment across teams and drive sustainable impact.

At Econocom International Italia, I lead CSR strategy development and corporate communication initiatives while coordinating C-level project reviews, communication planning, and performance monitoring to support business priorities and transformation initiatives. At CBA Law Firm, I led a firm-wide rebranding project and digital communication improvements, contributing to a 20% increase in engagement in one quarter. At Roche, I managed internal communication activities for over 500 employees and coordinated cross-functional projects and corporate events.

I am looking to contribute in roles where operational discipline, communication clarity, CSR alignment, and collaboration drive measurable business and social impact.

## Experience

### Econocom International Italia
*Milan, Italy*

CSR Lead & Corporate Communication Specialist — *Jun 2026 - Present*

- Championed **CSR strategy development** and corporate social responsibility program execution, aligning initiatives with business transformation and sustainability goals.
- Led **stakeholder engagement** for CSR initiatives, building partnerships across internal teams and external organizations to drive measurable impact.
- Directed communication and messaging for **transformation projects**, ensuring clarity and alignment across organizational levels.

### Econocom International Italia
*Milan, Italy*

Marketing & Communication Specialist — *Dec 2024 - Jun 2026*

- Directed collaboration across **internal teams**, channel partners, and the external PR agency, ensuring consistent messaging and timely execution.
- Built and managed the company's **LinkedIn presence**, defining editorial plans and campaign optimization cycles.
- Led **project review governance** with **C-level stakeholders**, delivering structured reports that improved cross-department priority alignment.
- Produced **success case studies** and internal reports used by leadership to communicate achievements.
- Managed **budget and resource allocation**, improving execution efficiency across communication activities.
- Tracked campaign and channel performance through dashboards, enabling faster **data-driven decisions**.

### CBA Law Firm
*Milan, Italy*

Marketing & Communication Specialist — *Apr 2024 - Nov 2024*

- Led the firm's **rebranding project**, coordinating creative, content, and digital teams to deliver a unified brand identity.
- Redesigned **internal communication workflows** with MailUP and standardized processes, improving consistency and speed.
- Optimized digital communication strategy through continuous performance tracking, achieving a **+20% increase in engagement** in Q1.
- Directed the firm's **website migration** from Drupal to WordPress, improving UX and reducing management complexity.
- Planned and delivered corporate and client **events** that strengthened stakeholder engagement.

### Roche S.p.A.
*Milan, Italy*

Internal & Corporate Communication Specialist — *Jun 2022 - Nov 2023*

- Managed **internal communication** for over **500 employees**, ensuring timely information flow across departments.
- Coordinated cross-functional teams (IT, creative, business) for the launch of the new corporate website.
- Planned and executed **10+ corporate events**, overseeing logistics, communication, and budgets.
- Monitored media sentiment and reputational risk indicators, providing actionable insights to senior stakeholders.

## Education

**IULM University** *Milan, Italy*

M.Sc in Strategic Communication *2020 - 2022*

- *Thesis*: Public Affair solutions to facilitate the adoption of sustainable fishing methods in the Italian seas.

**KORE University** *Enna, Italy*

B.Sc in Modern Languages and Cultures *2016 - 2019*

- *Thesis*: The condition of women in Islam — The cases of Morocco, Saudi Arabia and Afghanistan.

## Skills

**Communication** Content Strategy, Copywriting, Strategic Communication, Executive Reporting, Stakeholder Engagement, Rebranding

**Marketing** Digital Ads, Email Marketing, Social Media, LinkedIn Ads, Editorial Planning, Campaign Optimization

**Project Mgmt** Agile, Project Planning, Team Coordination, Budget Management, Performance Monitoring, C-level Reporting

**Languages** Italian (native), English (C1, Arabic (A2, French (A2, Spanish (A2

**IT** Notion, WordPress, Drupal, Storyblok, Office 365, Google Analytics 4, Piwik PRO, MailUP

## Certification

**Social Media Marketing**

LinkedIn *2022*

- Strategy and optimization, content creation

**Google Project Management: Professional Certificate**

Coursera *2023*

- Project Initiation, planning, execution, agile project management

**Google Analytics**

Google *2023*

- GA4, Google tag manager tools, GA360

**Certified Marketing Insider**

LinkedIn *2025*

- Marketing strategy and solution fundamentals, Content and creative design