Giuseppe Matrisciano

Connecting people through creative marketing.

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PROFILE

Italian marketing graduate student at the University of Miami, passionate about digital storytelling, consumer insights, and connecting brands with people. Looking for internships and entry-level roles in digital marketing, social media and brand strategy.

EDUCATION

University of Miami Business School — 2026 — present

M.S. in Marketing · Specialization in Digital Innovation & Market Development

- $40,000 Merit Scholarship · Inaugural cohort of the program

University of Georgia, College of Family and Consumer Sciences — 2024 — 2026

B.S.F.C.S. in Consumer Economics

- 3.93 GPA in the major · Dean's List, Fall 2025

St. Petersburg College — 2021 — 2023

Associate of Arts · Clearwater, FL

- 4.00 GPA on transfer credits · Started in the Intensive English Program

EXPERIENCE

Underdawgs Podcast — Athens, GA

Social content and production · Student-led sports media, University of Georgia

- Edited short-form clips for Instagram and TikTok to increase audience engagement.
- Took responsibility for the graphics: Instagram Reel covers, YouTube thumbnails and posters for live shows.
- Set up cameras and lighting, and assisted with audio during recording sessions.

Emil Banca — March — September 2020

Full-time intern, digitization office · Bologna, Italy

- Organized records as they moved from paper to digital.
- Maintained databases and checked the quality of the data in them.
- Assisted with data analysis and reporting for the office.

SELECTED PROJECTS

Who owns the knife? — Consumer Analytics · UGA

- Analyzed 630 survey responses with descriptive statistics, t-tests, correlation analysis and multiple regression. Found that neither gender nor age predicts ownership (men 3.38 knives on average, women 3.31; p = 0.49) and turned the result into a segmentation recommendation.

Daily Crunch case — MKT 695 · University of Miami · September 2026

- With three classmates, presented a digital-first, distribution-led growth strategy for a start-up that had lost in-person sampling. Presented the 2021 roadmap, the risks and the final recommendation.

Crooked Pop × MKT 657 — Live client project · In progress

RIMOWA: Your Best Travel Companion — MKT 640 · University of Miami

- With three classmates, proposed a campaign built on customers' own content to make RIMOWA mean pet travel too. Presented the measurement plan and the $1,800 budget.

SKILLS AND LANGUAGES

Digital marketing · Brand strategy · Consumer insights · Social-first content · Short-form video editing · Graphics for social media · Survey-based research · Statistical analysis · Data management

Italian · English