



PAOLA VIGATO

MASTER'S STUDENT IN ARTIFICIAL INTELLIGENCE, BUSINESS & SOCIETY

AI • Marketing • Business

PROFILE

Master's student in Artificial Intelligence, Business and Society, with a Bachelor's degree in Corporate Communication and Public Relations, graduated with honors.

My academic background has allowed me to develop skills in marketing, communication, and business strategy, while progressively exploring the role of innovation and emerging technologies in business environments.

I am particularly interested in Artificial Intelligence and its potential to transform marketing strategies and drive the development of new products and services.

My goal is to continue growing professionally in dynamic and innovative environments, contributing to projects that combine technology, marketing, and business.

EDUCATION

IULM University - Milan

Master's Degree in Artificial Intelligence, Business & Society
2025 - present

IULM University - Milan

Bachelor's Degree in Corporate Communication and Public Relations | 2022 - 2025
Final grade: 110/110 cum laude

Liceo linguistico Carlo Alberto - Novara

Language high school Diploma | 2017 - 2022
Final grade: 100/100

WORK EXPERIENCE

Study Abroad Office Assistant

IULM University | Milan, Italy | 2026 – Present | 150-hour Student Employment Programme

Provided front-office assistance and student support for international mobility programmes, assisting both incoming and outgoing students. Collaborated with the Study Abroad Office team in managing organisational and operational activities.

Showroom Assistant and Receptionist

247 Showroom | Milan and Paris | 2021 - 2024

Supported seasonal sales campaigns in international fashion showrooms, managing customer flow and customer experience, assisting with collection set-up and visual merchandising, and providing operational support to the sales team using company digital tools.

Sports Educator

US Cassolese | Cassolnovo | 2022 - 2026

Coordinated groups and seasonal activities, developing leadership, activity planning and interpersonal skills. Managed relationships with families and members of the educational team.

CONTACTS

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SKILLS RESUME

Organisational Skills

- Front office management
- Organisation and planning
- Activity coordination
- Problem solving
- Teamwork

Digital skills

- Microsoft Office - advanced
- Canva
- Google Workspace
- AI tools and AI related topics

Marketing & communication

- Brand strategy
- Market analysis
- Buyer personas
- Campaign planning

LANGUAGES

- **Italian** - native
- **English** - B2
- **French** - B2
- **Spanish** - B2

INTERNATIONAL EXPERIENCE

Erasmus+ Programme

ISTC – Lille, France

First semester A.Y. 2023/2024

Erasmus+ Programme

EUSA – Sevilla, Spagna

First semester A.Y. 2024/2025