

GRETA ZANATTA

Madrid, Spain | Italy

gzanatta.ieu2025@student.ie.edu | <https://www.linkedin.com/in/gretazanatta2002/>

EU Work Permit

PROFESSIONAL SUMMARY

Business graduate with international exposure in strategy, marketing, and sustainable business. Skilled in data analysis, problem-solving, and consumer insights, with experience supporting projects in luxury, entertainment, and hospitality. Recognized for adaptability, creativity, and precision in fast-paced multicultural environments.

EDUCATION

IE UNIVERSITY

Master in Digital Marketing

Boston, US

September 2025 – July 2026

IE UNIVERSITY

Bachelor in Business Administration

Madrid, Spain

September 2021 – July 2025

- Received Blue Torch 2023 award for academic excellence (amongst top 10% of program intake).
- Participated in an Exchange Program at Babson College (Boston, US). Named in the Dean's List for high academic achievement.

PROFESSIONAL EXPERIENCE

SINGULAR PLACES (TRAVELTECH STARTUP, SUSTAINABLE HOSPITALITY)

Madrid, Spain

Platform promoting eco-conscious boutique guesthouses.

Business Development & Marketing Intern

September – December 2024

- Benchmarked sustainable travel competitors, recommending community storytelling to strengthen positioning.
- Produced multimedia marketing and social media campaigns, boosting guesthouse visibility and engagement.
- Supported eco-friendly properties in refining branding and pricing strategies, enhancing competitiveness in niche markets.

BAIN & COMPANY (MANAGEMENT CONSULTING, \$6.1BN)

Milan, Italy

Strategy consulting projects in luxury and fashion sectors.

Associate Consulting Intern

June – August 2024

- Conducted market research and customer segmentation analysis, shaping the client's entry strategy into new customer groups.
- Assisted a commercial due diligence for a US fashion brand entering Europe by benchmarking competitors, evaluating distribution channels, and assessing pricing strategies.
- Delivered strategic recommendations and client presentations, ensuring accuracy through Bain's "zero-defect" standards.

LANGUAGES

Italian (Native). **English** (Fluent). **Spanish** (Advanced). **German** (Intermediate). **Portuguese** (Basic).

TECHNICAL SKILLS

Microsoft Office (Excel, Powerpoint, Word) | Python | Google Colab | Fusion360 | SQL (medium-high level)

OTHER INFORMATION

- Passionate about Formula One. Wrote Bachelor's thesis on its globalization under Liberty Media, analysing its shift toward entertainment-driven spectacle; now aiming to build a career in the motorsport industry.
- Worked as innovation consultant to resolve a sustainability-driven challenge with an enterprise client in the wellness, skincare and beauty industry.
- Worked as a consultant for implementation of marketing campaign for a leader company.
- Obtained the Inside LVMH Certificate, with a specialization in Creation & Branding, Retail & Customer Experience.
- Committed active member of Rotary Club Italy. Collaborated in various and numerous activities.