



GIANNA ZIEGLER

MARKETING AND TOURISM

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PROFESSIONAL SUMMARY

Experienced marketer in sports and tourism for a global audience. Through words, images, and designs I have advertised ideas, services, and companies, with much success. With my digital background, marketing skillset and customer service abilities I find that I easily adapt to new situations with a calm, creative, and objective mindset. My passion and drive are evident in how I work and the work I produce.

ACADEMIC BACKGROUND

Master of Arts 2025 - 2026 (In Progress)

**GBSB GLOBAL BUSINESS SCHOOL
OF BARCELONA**

Communication and Future Marketing

Bachelor of Science 2021-2023

THE AMERICAN UNIVERSITY OF ROME

Major in Travel and Tourism Management

Minor in Marketing with a broad Digital

Design Experience

CERTIFICATIONS

Yonsei University & Coursera- August 2025 **INTERNATIONAL ENTERTAINMENT & SPORTS MARKETING**

Northwestern University & Coursera- August 2025 **SPORTS MARKETING**

EXPERIENCE

SPORTS MARKETING *Lazio Marines American Football (Rome, Italy) - 2023 - 2024*

- Outreach, recruiting, and networking
- Graphic design for outreach efforts and social media templates
- On field coaching assistant

TOURISM COORDINATOR *City Lights Tours SRL (Rome, Italy) - 2023 - 2024*

- Personalized itinerary creation
- B2B and B2C communication
- Implementations of outreach programs for new business connections
- Creative and professional writing and graphic design

TOUR GUIDE *The Roman Food Tour (Rome, Italy) - 2023 - 2024*

TOUR GUIDE AND TOUR CHEF *Carpe Diem Tours (Barcelona, Spain and Rome, Italy) - 2025*

WEDDING PLANNER (INTERNSHIP) *The Tuscan Wedding Planner (Florence, Italy) - 2022*

- Event coordination
- Social media marketing and management

GRAPHIC DESIGNER *Women World Wide (New Jersey, U.S.A.) - 2019 - 2020*

SKILLS

Creative & Design: Canva, Adobe Suite, Website Design, Social Media Content Creation

Marketing & Digital: Graphic Design, Event Coordination, Tourism Promotion, Storytelling

Communication & Service: Public Speaking, Outreach Programs, B2B/B2C Engagement, Customer Service, Interpersonal Skills, Personable Approach

Languages: English (C2), Italian (B2), Spanish (B1)