



BRUNO NICOLAS GANDI

MARKETER & CONTENT CREATOR

CONTACT

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LANGUAGES



KEY SKILLS

Skilled in Adobe Photoshop and Lightroom

Intermediate in Adobe Illustrator and Adobe Premiere Pro

Eye for detail(s)

Emotional intelligence

Proficient with public-speaking

Working efficiently independently as well as in a team

Deadline-driven and thrive under pressure

ABOUT ME

A marketing graduate from Middlesex University Mauritius with First Class Honours. Born and raised in Parma (Italy). Extremely keen to travel and explore cultures. Settled alone for tertiary studies in Mauritius. Proven ability to establish and maintain excellent bonds with clients through networking skills. Freelancing in different positions of the content creation field allowed me to understand this sector in-depth. Getting through challenges with a calm attitude by joining volunteering roles during my studies. Bringing forth my creativity and willingness to learn in fast-paced environments.

EDUCATION

Middlesex University Mauritius (2019-2022)

BA(Hons) Advertising, Public Relations and Branding Programme (APRB)
Content Design; Public Relations Practice; Brands, media and society;
Creative Advertising; Brand Management; Campaign Planning;
Understanding Consumer Culture; Digital Advertising; Entrepreneurship.

Middlesex University Mauritius (2018-2019)

International Foundation Programme
Academic writing; Developing Independent Learning; Integrated Subject Based Projects; Researching and Presenting.

Liceo scientifico *San Benedetto*, High School (2013-2018)

Maths; Physics; Science and Chemistry; Drawing and Art history; History; Philosophy; Italian Language and Literature; Latin Language and Literature; English Language and Literature.

EMPLOYMENT

Social Media Manager, *Chair2Chair* (January 2022 to present)

- Producing content for all social media pages since their creation.
- Carrying out marketing strategies for the campaign #Normaliselt by reaching out to influencers on a 1:1 level.
- Establishing and fostering good public relations with newspapers, radio and tv channels that decided to promote the campaign.
www.linktr.ee/Chair2Chair

Digital Marketing Consultant, *Etnika Travel* (November 2021 – June 2022)

- Helping to rebrand the company on its digital platforms, with a specific attention to the brand consistency.
- Providing creative suggestions in the making of the website.
www.etnikatravel.com

Line Producer Assistant, *Etnika Production* (November 2021 – December 2021)

- Assisting the Line Producer in providing all the necessary equipment (cameras, props, locations) to the production team.
- Directing workers on-stage during shootings, for instance the campaign «Là-bas, tout est parfait» of Air Belgium in the link below.
www.youtube.com/watch?v=0qOgr2Vm5iw

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ACHIEVEMENTS

- Selected as one of the 5 best final year projects of my course in the "CreatInnovation Showcase" of Middlesex University Mauritius (July 2022).
- 1st rank during the "Showcase our Campus" Competition promoted by Middlesex University Mauritius (May 2019).
<https://www.youtube.com/watch?v=gj8H2wJ3FLc>
- 1st rank in Parma and 4th rank in Italy during the National Competition for the Civil Justice IV edition, promoted by the *Unione Nazionale Camere Civili (UNCC)*, Ministry of Justice (April 2017).

SPORTS & ACTIVITIES

- Studied lute and classic guitar at *Conservatorio Arrigo Boito*, classic music school (2013-2017).
- Member of the *Associazione PGS Don Bosco* figure skating team (2009-2014).

INTERESTS

I am really passionate about photography, media and especially everything that concerns the cinematic field. This is why I also opened an Instagram photography page to showcase my pictures on @acapulco.pics

www.instagram.com/acapulco.pics/?hl=it



MENTAL HEALTH



MARKETING



TRAVEL



PHOTOGRAPHY



CINEMA



MUSIC

Photographer, *ÔRA Hair & Beauty* (May-July 2021)

- Shooting products sold by the company to create original content.
- Taking photos and videos of clients or influencers for social media pages. www.instagram.com/ora.hairandbeauty/

Social Media Manager, *Om Spa* (January 2021- April 2021)

- Planned, designed and promoted the campaign #BeyondTheBody.
- Producing up-to-date content alongside influencers.
- Managing the social media accounts and their organic growth.
<https://www.instagram.com/omspa.mu/>

Videomaker, *Middlesex University Mauritius* (October 2019 - April 2020)

- Working in collaboration with the Marketing Office in launching campaigns on social media.
- Creating videos to advertise programmes as the following one.
<https://www.youtube.com/watch?v=7VKYFZO3BAo>

Photographer, *Mauripix* (April-May 2019)

- Shooting on different attractions at "Casela: World of Adventures".
- Guiding tourists through the safari.

Administration Assistant, *Studio Tecnico Associato Gualtieri-Fasoli* (July-August 2017)

- Assisting in day-to-day office work.
- Helping the archive filing and bookkeeping.

VOLUNTEERING

Activity Officer of the Middlesex University Mauritius Student Council (2019-2020).

By dealing with all the different societies of the university, I learnt how to manage people with different perspectives in order to organise great events together.

Student Ambassador of Middlesex University Mauritius (2019-2020).

As an ambassador of the university, the interaction with other students has massively helped me in boosting my public speaking skills.

Executive member of the Middlesex University Mauritius Adventure Club (2018 – 2020).

Being an executive member of the Social Media Department I managed the presence of the society on social networks, especially for what concern Instagram and YouTube. YouTube videos available on the Middlesex University Mauritius channel. Instagram pictures available on @adventure.clubmdx.

Journalist for the High school Newspaper (2016-2018).

Writing articles related to new movies and school events.

Animator for *Movimento Giovanile Salesiano*, a Salesian international NGO (2017).

Helping in the summer camps organised by different churches, I developed leadership skills and above all teamwork in uncomfortable situations.

- I am a scout since 2008.