

## SCHEDA BIOGRAFICA

Le informazioni contenute in questa scheda verranno pubblicate sul sito dell'Università Telematica UNINETTUNO

Corso di Laurea: Scienze della comunicazione – Istituzioni pubbliche e media digitali

Insegnamento/i: Digital & Social Media Management

Nome: Cristoforo

Cognome: Losito

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Recapito telefonico da pubblicare sul sito (non obbligatorio):

Fax da pubblicare sul sito (non obbligatorio):

Recapito telefonico personale (non pubblicato sul sito):



## EDUCATION

**PhD Programme, Alma Mater Studiorum – Bologna University**  
Management

**Bologna, Italy**  
11/2021 – Ongoing

**Master Degree, LUISS Guido Carli**

*Marketing – Major: Analytics and Metrics*

Relevant Courses: *Marketing Metrics, Consumer Behavior, Product & Brand Management*

Thesis Title: *Analyzing the Trade-Off between Healthiness & Sustainability in Food-Related Behaviors: The Role of Environmental Concern in Food Packaging Choices*

Final grade: 110/110

**Rome, Italy**  
09/2018 – 07/2020

**Erasmus+ Exchange Program, Maastricht University – School of Business and Economics Maastricht, Netherlands**

08/2019 – 12/2019

**Bachelor Degree, LUISS Guido Carli**

Economics and Management

Thesis Title: *Competitive-perceptual positioning of Internazionali BNL d'Italia in comparison to Montecarlo Rolex Masters and Mutua Madrid Open*

Final grade: 107/110

**Rome, Italy**  
09/2015 – 07/2018

**High School Diploma, Liceo Scientifico Valdemaro Vecchi**

Final grade: 98/100

**Trani, Italy**  
09/2010 – 07/2015

## WORK EXPERIENCE

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<b>Luiss Guido Carli</b> Program Manager MSc in Strategic Management – Digital	<b>Rome, Italy</b> 06/2021 – Ongoing
<ul style="list-style-type: none"> <li>Supporting the course director in daily program management.</li> <li>Providing support for the development of course design.</li> </ul>	
Teaching & Research Assistant <i>Courses: Marketing, Business Process Management and Sales Networks</i>	09/2020 – 09/2021
<ul style="list-style-type: none"> <li>Supporting the professor in preparing slides, lessons, and exams.</li> <li>Providing organizational, technical, didactical support.</li> <li>Checking students' thesis.</li> </ul>	
<b>Luiss – X.ITE Research Centre</b> Junior Research Fellow	<b>Rome, Italy</b> 09/2020 – Ongoing
<ul style="list-style-type: none"> <li>Providing support for custom and transformative research projects.</li> <li>Website &amp; Social Media Management.</li> <li>Providing organizational support for events.</li> </ul>	
<b>UniNettuno International Telematic University</b> Tutor Course: <i>Digital &amp; Social Media Management</i>	<b>Rome, Italy</b> 09/2020 – Ongoing
<ul style="list-style-type: none"> <li>Supporting the professor in preparing and evaluating students' exams.</li> <li>Dispensing interactive classes for students.</li> </ul>	

## SKILLS, ACTIVITIES & INTERESTS

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<b>Languages:</b> Italian: Native	
English: Advanced (C1) – IELTS Test Report Form	12/2018 – 12/2020
Spanish: Intermediate (A2)	
<b>IT Skills:</b> MS Office Suite (Word/Excel/PowerPoint – Advanced), SPSS (Advanced), R (Intermediate), Stata (Intermediate), Python (basic) Qualtrics (Advanced), Canva (Intermediate), Paint.NET (Advanced)	
<b>Certifications &amp; Training:</b>	
<ul style="list-style-type: none"> <li><b>Scuola di Metodologia della Ricerca, SIMA/SIM</b> (University of Calabria) <i>“Moderazione e Mediazione”</i></li> <li><b>Scuola di Metodologia della Ricerca, SIMA/SIM</b> <i>“Progettare efficacemente la ricerca per ottimizzare i risultati finali”</i></li> <li><b>Philip Morris Italia</b> Virtual Internship: <i>“Covid-19: Effects on Human Resources Enhancement and Development”</i></li> <li><b>“Big data with applications to Social Networks”</b> Certificate</li> <li><b>“Coding with R”</b> Certificate</li> <li><b>“Coding with Python”</b> Certificate</li> <li><b>“Advanced Excel”</b> Certificate</li> <li><b>“Excel: Advanced Formulas and Functions”</b> Certificate</li> <li><b>Birra Peroni S.r.l.</b> Adoption Lab: <i>Peroni 3.5 Positioning – Team Project</i></li> <li><b>Fater S.p.a.</b></li> <li>Adoption Lab: <i>ACE “Green” Challenge – Team Project</i></li> <li>Team Manager course</li> <li>Classified 2<sup>nd</sup> at the XXI Olympics National Logical-Linguistic Mathematical Games</li> </ul>	01/2021 01/2021 05/2020 – 06/2020 04/2020 03/2020 03/2020 03/2020 02/2020 02/2019 05/2019 09/2016 05/2011



**Activities:**

- Agonistic Tennis Player: currently classified in 3<sup>rd</sup> Category 01/2004 – Ongoing
- Tennis Lines Umpire: 04/2012 – 11/2016  
Signalling participants and Chair Umpire to regulate play and competition. Officiate in international ITF and ATP World Tour events including:
  - Challenger Tournament – Open Citta della disfida (Barletta, BT)
  - Challenger Tournament – ATP Andria – Castel del Monte (Andria, BT)
  - Davis Junior Cup under 16 – (Trani, BT)
  - European Summer Cup under 18 – (Trani, BT)
- LUISS Tennis Team member