

Martina Colli Vignarelli

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Master's student in Artificial Intelligence, Business and Society, with hands-on experience in website redesign and growing exposure to product management and growth marketing. Passionate about using research, data and AI to understand consumer needs, inform product and business decisions, and translate insights into outstanding user experiences.

PROFESSIONAL EXPERIENCE

AI & Marketing Intern | AD Cube, Milan

Jul 2026 - Present

- Redesigned the company website, working on brand strategy, positioning, competitor analysis and value proposition development.
- Work closely with the product management and growth marketing teams, building skills in formulating and validating product hypotheses, designing experiments and using data to inform product launch strategy.
- Contribute ideas to discussions about the startup's direction, questioning assumptions and developing strategic judgement.
- Develop AI-driven outreach pipelines and analyse AI products for advertising campaign optimisation.

SELECTED PROJECTS & INITIATIVES

IULM AI Lab Relaunch

Sep 2026 - Present

Research and public engagement initiative | In progress

- Work on reactivating and relaunching the Lab, shaping a programme of AI research, a journal, events and public discussion across business and society.

RAG Systems for Education

Academic project

- Test and evaluate a retrieval-augmented generation (RAG) system using learning materials and structured feedback; review research on personalised AI for learning, including students with specific learning disorders.

Booking.com Strategic Analysis

Academic project

- Analysed financial performance, competitive positioning, the external environment and business model to develop an integrated assessment and propose a future strategic direction.

EDUCATION

Master's degree | Artificial Intelligence, Business and Society

2025-2027

IULM University, Milan | In progress | Current average: 29.2/30

Bachelor's degree | Corporate Communication and Public Relations

2022-2025

IULM University, Milan | Final grade: 101/110

RELEVANT SKILLS

Applied: Competitive analysis, positioning and value proposition development; research synthesis and structured feedback; generative AI workflows.

Developing: Product hypothesis formulation and validation; experiment design; data-informed product launch strategy.

Technical foundations: SQL and databases.

ADDITIONAL EXPERIENCE

English Tutor | Freelance | 2020-2022: Provided English lessons and language support.

Ambulance Driver & Emergency Responder | 2020-2022: Worked in high-responsibility situations requiring teamwork and rapid responses under pressure.

LANGUAGES

Italian: Native | English: B2 | French: A2 | Spanish: A2