



Michele Corengia

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Education	02/2018-Today	Phd in Communications USI - Università della Svizzera italiana, Lugano, Switzerland <ul style="list-style-type: none">• Doctoral research: Marketing of Palliative Care and Palliative Consumption: an Empirical and Conceptual Research.• GMAT: 710• Scientific publications: Visconti, L., Hughes M., Corengia M. (2020), "Re-examining market segmentation," in Marketing Management: A Cultural Perspective, Routledge. / Corengia, M. (2018), "Yellow Eyes," CCT Poetry Proceedings. / Corengia, M. (2019), "Dancing on the Threshold," CCT Poetry Proceedings. / Corengia, M. (2020), "The Life Cycle of Love," CCT Poetry Proceedings. / Corengia M., Visconti L. M. (2020) Life Transition to Terminality: Dynamic Regimes of Representation, Permanent Liminality, and Coping Consumption. Advances in Consumer Research. Duluth, MN: Association for Consumer Research. ACR North American Conference. Paris. October, 1-4 2020• Prize: ACR Best First-Time Videography (2020) for "Stanislavskij's Reflexive Videography to Explore The Representational World of the Researcher"
	09/2014-12/2016	Master of Science in Marketing Management Università Bocconi, Milan, Italy <ul style="list-style-type: none">• Final Grade: 110elode/110.• Thesis: Percorsi Esperienziali in Cure Palliative: il Caso dell'Hospice di Giussano.• In-company trainings: Heinz and Philips.• Prize: Borsa di Studio "Giovanni Zampese"
	09/2011-07/2014	Bachelor in Economia e Scienze Sociali Università Bocconi, Milan, Italy <ul style="list-style-type: none">• Final Grade: 102/110.• Thesis: Indipendenza Scozzese e Possibili Scenari Economico-fiscali.• Erasmus at The University of Glasgow.• Prize: Unicredit "Ad Honorem"
Professional experience	09/2021-Today	USI - Università della Svizzera italiana, Lugano, Switzerland Program Coordinator (Master in International Tourism) <ul style="list-style-type: none">• Courses as professor: Advertising and Consumer Representations; Pubblicità e spinte gentili al tempo della pandemia.• Courses as assistant: Interpersonal Communication and Health; Storytelling, Self and Society.• Service: Program Coordinator (Master in International Tourism).
	06/2021-Today	Totila di Michele Corengia, Lugano, Switzerland Marketing Agency Founder <ul style="list-style-type: none">• Marketing agency with two focus areas: healthcare and tourism.
	02/2017-Today	Università Bocconi, Milan, Italy Teaching and Research Assistant <ul style="list-style-type: none">• Courses as assistant: Marketing Management Advanced; Marketing; Media Experience; Strategic Marketing and Analytics.• Research Assistant: Impact of Big Data on Organizations ; Malleability of Consumer Preferences ; Impact of Collectibles on Gender Identity of Children.• Scientific Publications: Beretta M., Corengia M. (2018), "I principi del marketing esperienziale applicati alle cure palliative nel contesto hospice: implicazioni manageriali e sanitarie per il futuro," Rivista Italiana di Cure Palliative: 1- 10.

02/2018-08/2021	USI - Università della Svizzera italiana, Lugano, Switzerland Community Manager (Master in Marketing and Transformative Economy) <ul style="list-style-type: none">• Courses as professor: Advertising and Consumer Representations; Pubblicità e spinte gentili al tempo della pandemia.• Courses as assistant: Advertising and Consumer Representations; Brand Management; Consumer Vulnerability and Well-being; Orthodox and Critical Perspectives in Marketing.• Service: Community Manager (Master in Marketing and Transformative Economy); COM PhD Representative (2019).
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07/2015-04/2016	Iper Montebello SpA, Milan, Italy Junior Digital Marketing Manager <ul style="list-style-type: none">• Development and launch of e-commerce IperDrive.it• Management of promotional strategy and data analysis.
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Languages skill	Italian mothertongue; English advanced - TOEFL: 109; French intermediate; German intermediate; Spanish basic.
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IT skills	ECDL; Office (advanced); SPSS (advanced); NVivo (advanced); Final Cut Pro (intermediate); Business Process Modeling with Aris (introduction in Bocconi);
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Additional information	09/2020-Today	Volunteer, Palliative-ti, Bellinzona, Switzerland
	02/2013-02/2021	Volunteer and Blood Donor, AVIS Seregno, Seregno, Italy
	12/2013-09/2016	Freelance writer, Smartweek.it, Milan, Italy
Interests		Writing: Il Bunker del Cuore (2011), L'Angelo Gemello (2013), Il Virus Ricercatore (2020 - prize PoesiaPresente), I miei ultimi respiri (2021); Existentialism; Football; Walking; Diving; Cooking; Looking for mushrooms