

ILLVA CAREERS: WHEN YOUNG TALENTS TALK ABOUT A DAY ON THE JOB



This past year has been a busy one for **Illva Careers**, the ILLVA Group's Employer Branding project created in 2021 by **Stefano Battioni**, **Director of Corporate Affairs**, and by **Alida Travaini**, **Director of Human Resources**.

In particular, it's a tool which put Illva Saronno Holding in contact with numerous Italian universities for the purpose of encountering and selecting new talents to then have join the company.

In 2022 the **young talents chosen** talked about their Illva Careers experiences through **video interviews** published in the "**A Day in the Life of Illva**" section of the www.illvacareers.com website and on the project's social media channels. Shot with the support of (**@fabianamanager**), **influencer and manager/specialist in orientation and career development for young college graduates**, the interviews enabled us to get a handle on the viewpoint of young professionals

and to hear what their tutors had to say about their on-the-job training. So we met **Laura Masera**, **Corrado Palmieri** and **Ettore Donzelli**, who through their stories enabled us to get a closeup on the actual work scene via the work they did: from strategic marketing design at **Illva Saronno**, to experience with the sales team at **Disaronno Ingredients**, passing through the world of **Duca di Salaparuta** wines.

The **video interviews** made quite an impact on the project's institutional social media channels, achieving **53,000+ new users** and **85,000+ views** on the Illva Careers **Instagram** profile during the last **three months** of the **editorial plan** and more than **56,000**



views of the video interviews on the company's **LinkedIn profile**.

This result also reflects a growing trend of visits to www.illvacareers.com since project launch in February 2021, including a total of **105,000+ impressions**, plus a lot more than **1,500 new self candidacies**. This is a great new way to describe a complex corporate reality such as the Illva Saronno Holding one, as always in continual evolution and ever adept at investing in young capable resources and at looking toward the company's future from an international perspective and with a strong spirit of renewal.

In **2023** the **Illva Careers** project will move forward both with new encounters at universities and with the undertaking of fine new initiatives, offering ever more concretely new opportunities of professional growth so as to involve an increasing number of fresh young talents in our corporate reality.

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85000

VISUALIZZAZIONI SUL PROFILO INSTAGRAM

56000

VISUALIZZAZIONI VIDEOINTERVISTE SU LINKEDIN