



KYLE MICALLEF

Marketing

I am Kyle Micallef, a 22-year-old Maltese student specialising in Marketing. I have had the opportunity to work with four different companies allowing me to gain further knowledge and expertise in marketing. This experience within the industry pursued my interest in learning and seeking opportunities for growth.

EDUCATION

MACAST Institute of Business Management & Commerce

2022 - 2025 (Till End of June)

- Bachelor of Arts (Honours) in Business Enterprise

2020 - 2022

- Advanced Diploma in Marketing

St. Aloysius College

2014-2018

- SEC O Levels

DIGITAL SKILLS

Microsoft: Word, PowerPoint, Excel, Outlook

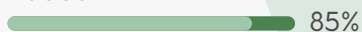
Social Media: Instagram, Facebook, Meta Business Suite, Google, YouTube, Twitter & TikTok

Adobe: Photoshop, InDesign, Illustrator

Online Softwares: Hubspot, Mention, Google Ads, Google Analytics & Wix

ACTIVE SKILLS

Adobe



85%

Microsoft



95%

Social Media



95%

CRM



80%

Email Marketing



80%

EXPERIENCE

2025 - Ongoing | Foodbank Lifeline Foundation

Marketing Intern

- Social media marketing
- Content generation
- Campaign management
- Email marketing

2023 - 2024 | Izola Bank

Marketing Intern

- Responsible for updating and maintaining
 - Social media platforms;
 - Company website;
 - Email marketing;
 - Customer databases
 - Social listening
- CRM
- Email Marketing
- SEO

2022 - 2023 | Bull Europe Ltd

Marketing Intern

- Responsible for updating and maintaining
 - Social media platforms;
 - Product website;
 - Product specifications and information;
- Editing and adjusting images on Adobe;
- Dealing with authorised dealer queries & requests.

2021 - 2022 | Epic Communications Ltd

Product Owner Apprentice

- Maintaining company website;
- Monitoring company stock;
- Preparation of weekly B2B & B2C analytics;
- Market research;

2019 - 2020 | MIMCOL

Office Clerk

- Preparation of government voucher scheme;
- Assist with individual household queries relating to the voucher scheme; and
- Systemising the business eligible for the voucher scheme

COMMUNICATION AND INTERPERSONAL SKILLS

- Clear communicator both verbally and in writing with strong interpersonal skills and the ability to communicate and deliver messages at all levels.
- Able to work in fast-paced environment
- Fast learner
- Strong analytical and problem solving skills
- Works both in a team and individual environment

JOB RELATED SKILLS

- Leadership skills through experience with St. Julians Scouts Group
- Assertive and responsible in decision-making due to personal experiences
- Excellent organisational and planning skills gained from hosting activities with the youth exchange opportunities ('Interact for Inclusion')
- Good teamwork attitude
- Ability to think outside the box with a creative perspective
- Able to take responsibility for my decisions
- Dedicated and self-motivated person with passion to succeed and deliver high-quality work
- Adopts can-do attitude
- Time-management skills
- Ability to work under pressure
- Attention to detail

PERSONAL ACTIVITIES

- Active rugby player with Falcons RFU since 2021
- Nine years as a scout at St. Julians Scout Group (2009 - 2018)
- Participation in 'Interact for Inclusion' youth exchange in Germany
 - communicating with other students
 - learned to listen and actively participate in discussions

CONTACT



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