



PROFESSIONAL EXPERIENCE

SALES & MARKETING COORDINATOR – LDC HOTELS ITALY, Rome

May – Dec 2022

Conducting market research, sales calls and meetings to gain new clients. Develop sales reports for top management and convert incoming enquiries collaborating closely with the revenue department to achieve the profit goals. Revise marketing plan and manage events schedules to maximize yields. Support the Sales Director in the proposal and closure of partnerships' contracts.

REVENUE ANALYST – BLASTNESS S.R.L., Rome

Sep 2021 – Apr 2022

Formulate pricing strategies and economic forecasts, analyse sales data and develop reports for meetings. Manage customer relations and support clients on both strategical and operational level. KPIs analysis and evaluation of deals of new potential clients.

MERCHANDISER EMEA – LORO PIANA S.P.A, Milan

Apr 2019 - Jan 2021

Planning the stock allocation of all 10 EMEA Outlet based on seasonality, visual criteria, product categories, store and deliveries capacity, sell-through rates, market trends and clients requests. Managing the stock flows from boutiques to outlets. KPIs and stock analysis, sales forecasting, stock rebalancing to maximize selling opportunities. Dealing with store managers and organizing Family&Friends' events. Collaborating in the creation of a new allocation software for Outlets and for Loro Piana Online events.

SALES & EVENTS COORDINATOR – EMONS, Biella

Feb 2020 – Jan 2021

Sales calls with professionals of Biella's territory to start new collaborations. Organization of sales meetings with the editors and clients. Managed events' organization to promote the guide "111 Places to visit in Biella" and the cultural and business activities advertised in it.

MENTOR MANAGER – FONDAZIONE HOMO EX-MACHINA

Oct 2020 – Jan 2021

Relationships management with managers participating to the program, organization of online events and selection of talents.

PARTNER – MARKETERs, Turin

2018 – 2019

Network of management students, organization of events and conferences with experts from the business world.

CONSULTING INTERN – OXYGY, Paris, Milan

Jun – Aug 2018

Worked on the launch of a new online platform for a client, process analysis and software development, creation of presentations and video tutorial, data analysis, translation of projects, contact tracing.

HOSTESS – BIEVENT, DREAMS, SINERGIE, Turin

Sept 2017 – Aug 2018

Organizing and coordinating of all the activities planned for the events: welcoming guests, register them and explain the daily program of the event.

SALES ASSISTANT – JUVENTUS S.p.a., Turin

Jan – Sept 2017

Assisting customers in their purchases, the transaction processes and stock management, the reorganization of the shop and its products, training of new colleagues.

VOLUNTEER EXPERIENCE

FONDO AMBIENTE ITALIANO (FAI) – Turin

Organization and promotion of cultural events as "Giornate FAI" and "Terra madre incontra il FAI", event created in collaboration with "Salone del Gusto 2018"; welcoming guests to events, organization of guided tours in FAI's goods and raising funds to maintain and refurbish FAI's goods.

Dec 2017 – Present

SPECIAL OLYMPICS GIOCHI NAZIONALI ESTIVI – Venice, Arezzo, Biella

Organization of amusement and sport activities, welcoming athletes and help them in the daily activities

2012 – 2018

ROTARY CLUB, AMNESTY INTERNATIONAL CLUB, ST. ISABEL HOSPICE – Bishop's Stortford

Nominated as "Sport Officer" of Interact Club and fundraising volunteer of Amnesty International Club. The roles required an active participation in the organization as events' promotion, including on social networks, location's booking, contacting the personnel needed for the event, raising funds and allocating them to the previously chosen charity.

2014 – 2016

CROCE ROSSA ITALIANA – Jesolo

Training course for first aid. Involvement in the organization of activities related to health, ethics and sport.

August 2013

EDUCATION

MASTER IN TOURISM & TERRITORY: MARKETING, ECONOMICS, SUSTAINABILITY – LUISS (Final Grade: 110/110)

Thesis: The hotel distribution and the supporting digital tools: the Blastness case.

The Master trains professionals with multidisciplinary skills, techniques and business methodologies focused on management of the tourism supply chain and its businesses, located in an area to be enhanced. Within the Master is added the 'Destination Management' didactic module structured as a Higher Education course.

2021 – 2022

SOMMELIER COURSE, FIRST LEVEL – ASSOCIAZIONE ITALIANA SOMMELIER, Rome

Association has the primary purpose of qualifying the figure and profession of Sommelier, as well as enhancing the culture of wine, traditional and typical food products of gastronomy.

2021 – 2022

BACHELOR'S DEGREE IN BUSINESS AND MANAGEMENT – UNIVERSITÀ DEGLI STUDI DI TORINO

Thesis: Network Externalities and Social Media.

The program provides understanding of organizations' management within an international and dynamic context, by transmitting quantitative and analytical knowledge related to the understanding of the economic, social, political and legal environment in which business decisions are made. Course entirely taught in English.

2016 – 2019

INTERNATIONAL BACCALAUREATE DIPLOMA – HOCKERILL ANGLO-EUROPEAN COLLEGE, Bishop's Stortford

Through the Diploma Programme (DP) core, students reflect on the nature of knowledge, complete independent research and undertake a project that often involves community service. Nominated "College Prefect" and "Boarding House Prefect".

2014 – 2016

LICEO SCIENTIFICO STATALE "A. AVOGADRO" – Biella

High School with a focus on scientific subjects, nominated as "Class Representative" during the third year.

2011 – 2014

COLLEGE INTERNATIONAL DE CANNES (Institute supérieur de langue et civilisation françaises)

Followed courses, during the summer of 2012 and 2013, aimed at improving the French language. Activities focused on themes as French Culture and debates on international issues.

2012 – 2013

KAMBALA SCHOOL – Sydney

Educational experience in an Australian school to improve the English language and learn of Australian culture.

August 2010

ENGLISH SCHOOL – Boston

Summer school aimed at learning and improving the English language.

July 2010

ADDITIONAL INFORMATION

LANGUAGES Italian: Native, English: C2 (Bilingual Diploma certificated by IBO), French: B2

IT SKILLS MS Office's suite, iMovie, Business Object, AS400, Canva, Taxi Esporta, OBS, Shotcut, SAP, Amadeus, CRS, BI, Protel.

INTERESTS Acted in plays with "Teatro Stabile Biella" and created/managed the Instagram profile for a writer "parolebianche_".
Practiced sports: athletics, basket, swimming, windsurf, ski. Passionate for reading, gastronomy, opera, art and museums.