

PERSONAL INFORMATION

FRANCESCA DONATI



WORK EXPERIENCE

OCTOBER 2009 – TODAY

Project Manager

PROMOS – Special Agency of the Milan Chamber of Commerce for International Activities1, Via Camperio 20123 - Milan, Italy www.promos-milano.it

- Planning and control of the international activities for SME (Small Medium Enterprise)
- Organization of Italian Pavilion on the occasion of foreign trade fairs (Construction Sector) in strategic countries, such as Libya, Iraq, Qatar, BRICS countries
- Planning and management of trade mission for SME in strategic and BRICS countries
- Management of agreements between Italian and foreign Trade Associations and Institutions
- Management of the financial supports for the SME
- Management of key customers and creation of personalized projects addressed to international activities
- Planning of co - marketing activities with portal and magazines
- Customer satisfaction
- Search of new customers

Business or sector Commerce - Services

JUNE 2008 – OCTOBER 2009

Marketing Manager

LAPP ITALIA SRL1, Via Lavoratori Autobianchi 20033 - Desio, Milan – Italy <http://lappitalia.lappgroup.com/>**LAPP HOLDING AG**2 D Oskar Lapp Strasse - 70565 Stuttgart – Germany <http://www.lappgroup.com/>

- Marketing manager for Lapp Italia – Global coordinator for trade shows and Events for the Lapp Group
- Planning and Control of the marketing plan
- Organization and Implementation of customer relationship
- Company Communication
- Supervision of Website design and maintenance
- Sales support
- Worldwide coordination of trade show
- Design a Global Trade Fair Concept for The Lapp Group

Business or sector Power – Factory – Renewable Energies

OCTOBER 2004 – JUNE 2009

Project Manager

FIERA MILANO TECH - A FIERA MILANO GROUP COMPANY

34, Via Gattamelata, 20149 - Milan Italy www.fieramilanotech.it

- International Exhibitions and Events (Power – Factory – Lighting – Building Sectors)
- Promotion of Italian Exhibitions and Events abroad in cooperation with the Italian Trade Commission and The Italian Chamber of Commerce in foreign countries.
- Management of the agreements with foreign Trade Associations and Fairs Organizers
- International press advertising – International press campaign
- Definition of co-marketing strategies
- Coordination of representative offices in foreign countries
- Organization of the Italian Pavilion in foreign countries
- Foreign customer care
- Study and Analysis of competitors
- Customer satisfaction
- Final report and Press Release

Business or sector Power – Factory – Renewable Energies

SEPTEMBER 2000 – OCTOBER
2004

Project Manager Assistant – Technical Assistance Service

FIERA MILANO

1, P.za Giulio Cesare, 20149 - Milan Italy

www.fieramilano.it

- Technical assistance service for exhibitors during the fitting up and dismantling
- Management of the suppliers in order to optimize the exhibitor's participation
- Customer care
- Analysis of the customer satisfaction

Business or sector Exhibitions and Events (All Sectors)

SEPTEMBER 1999 – JULY 2000

Check in Agent

S. E. A. - MALPENSA AIRPORT

www.sea-aeroportoimilano.it

- Passenger's assistance for Alitalia Airline
- Customer care

Business or sector Air freight – Transport Sector

EDUCATION AND TRAINING

SEPTEMBER 1998 – JUNE 2004

Degree in modern languages, Specialization in Informatics and Public Relation

- Modern languages: English, German, Russian
 - New Communication techniques
 - Information Science
-

JUNE 1997 – AUGUST 1997

Stage in Miami, USA - Public Relation Office

Mayfair Hotel & Spa, 3000 Florida Ave Miami, FL 33133

- Daily Press
- Press Advertising
- Press Campaign
- Customer care

SEPTEMBER 1991 – JUNE 1996

Modern languages school leaving certificate

“G. Falcone e P. Borsellino” High school, Arese, Milan, Italy

- Modern languages: English, German, Russian

PERSONAL SKILLS

MOTHER TONGUE(S)

Italian

OTHER LANGUAGE(S)

	UNDERSTANDING		SPEAKING		WRITING
	LISTENING	READING	SPOKEN INTERACTION	SPOKEN PRODUCTION	
	English	C2	C2	C2	
German	C1	C1	C1	C1	C1
Russian	A2	A2	A2	A2	A2

COMMUNICATION SKILLS

good communication skills gained through my experience as project manager (in writing, on the telephone, or face to face).

**ORGANISATIONAL /
MANAGERIAL SKILLS**

committed to achieving team goals, working in team, adaptation to multi – cultural environment, flexibility

JOB-RELATED SKILLS

good knowledge of quality control processes , ability to listen, learning speed

COMPUTER SKILLS

good knowledge of Microsoft Office™ suite

OTHER SKILLS

curiosity, initiative

DRIVING LICENCE

B

ADDITIONAL INFORMATION

Civil Protection
 Modern and Classic Arts (1500 – 1800)
 Writing (stream of consciousness)
 Reading (tales telling other culture)
 Travelling (Asian countries)
 Squash
 Parachuting