

Vera Turshina

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Residence: Sesto Fiorentino (FI), via Gaetano Donizetti



PROFESSIONAL PROFILE

Tourism graduate with **3+ years of experience** organizing and promoting 20 + group trips worldwide. Managed end-to-end logistics and used social media campaigns that consistently filled 90–100% of available spots through repeat clients and referrals. Completed a basic Digital Marketing course (Google & Yandex) and ready to apply these skills to real marketing projects.

PROFESSIONAL EXPERIENCE

Travel Organizer (Freelance)

Russia | 2021 - Present

- Organized **20+ group trips** (20- 55 participants each), covering logistics, transportation, accommodations, and excursions.
- Promoted trips via social media and direct outreach, achieving an **average 80% participant retention rate** and consistent word-of-mouth referrals.
- Handled last-minute changes (flights, hotels, transfers), ensuring smooth execution and positive participant feedback.

Front Office & Back Office Intern – travel agency “Caesar Tour”

Florence, Italy | 2025 Feb - Jul

- Communicated with suppliers and service providers via phone and email to confirm bookings and negotiate terms.
 - Prepared and verified travel documents and contracts for group and individual clients.
 - Supported **front office** by assisting clients in person, resolving inquiries, and maintaining accurate records.
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EDUCATION

Bachelor's Degree – Languages and Cultures for Tourism

Università degli studi di Torino, Italy | 2024

Digital Marketing Fundamentals (3-Month Course) Google & Yandex, Online | 2024

Learned online advertising basics: campaign setup, keyword research, performance tracking and simple reporting.

SKILLS

- Languages:** Russian (native), Italian (C1), English (B2), Portuguese (B1).
- Digital Skills:** Google Ads (basic), social media management, Microsoft Office Suite, Canva (basic), AI tools (intermediate).
- Soft Skills:** Quick learner, organized, adaptable.