



ELENA JULIA ALVARADO GIANNELLI

CONTACT

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SKILLS

- Customer Relationship Management
- Business Development
- New business opportunities
- Written and verbal communication
- Problem-solving abilities
- Multitasking
- Adaptability
- Team building

EDUCATION

January 2023

Master's Degree in European and American Languages and Literatures (Linguistics Curriculum with Russian Language): Linguistics

University of Florence, Florence, Italy

November 2021

Private Master: Marketing

24 ORE Business School, MILAN

May 2021

Online Courses With Certification: Marketing

24 ORE Business School, Milan, Italy

April 2018

Bachelor's degree in Languages, Literatures and Intercultural Studies (Slavic Languages Curriculum: Russian, Polish, Czech and Croatian)

University of Florence, FLORENCE

LANGUAGES

PROFESSIONAL SUMMARY

Highly organized and motivated Account Executive with demonstrated track record of building relationships with clients, developing successful sales campaigns, and managing teams of account managers. Experienced in coordinating activities with various departments to achieve strategic objectives.

WORK HISTORY

May 2022 - Current

Account Executive, McCann Health Italy, Milan, Italy

- Planning, budgeting and executive management of CME and Promo events
- Creation of print media for Global and non-Global campaigns
- Maintained up-to-date knowledge on product offerings, ensuring accurate representation during sales pitches or negotiations with clients.
- Provided professional services and support in a dynamic work environment.
- Used strong analytical and problem-solving skills to develop effective solutions for challenging situations.
- Demonstrated strong organizational and time management skills while managing multiple projects.
- Identified new business opportunities through cold calling, networking, marketing and prospective database leads.
- Executed successful sales strategies to convert leads into customers.

July 2012 - Current

Communication Specialist, El Cafe srl, Taranto, Italy

- Served as a trusted advisor to senior leadership on matters related to internal messaging during times of organizational change.
- Cultivated strong relationships with media representatives to secure widespread coverage and feature stories.
- Managed media relations for organizations to produce successful results.
- Developed comprehensive media outreach plan to increase visibility of organization in local, regional and national markets.
- Optimized social media presence through strategic content creation, leading to significant growth in followers and engagement rates.
- Prepared or edited organizational publications such as employee newsletters or stockholder reports for internal or external audiences.
- Coordinated with creative and design teams to produce high-quality visuals for marketing materials.

ENGLISH



Advanced (C1)

SPANISH



Bilingual or Proficient (C2)

ITALIAN



Bilingual or Proficient (C2)

RUSSIAN



Elementary (A2)

POLISH



Elementary (A2)

PORTUGUESE



Elementary (A2)

FRENCH



Elementary (A2)

ABOUT ME

I like observing and listening to nature, which is why I have always found a moment in my week to 'escape' from the hectic city life to a mountain or the sea. I grew up in a family with various cultures (Italian/Spanish/American) and because of this I have felt like a citizen of the world since I was a child. I love to travel, to fill my eyes, my mind and my soul with the colors that every people, culture, nature can offer; in fact, my right hemisphere is on a plane travelling to unknown worlds and my left hemisphere is on earth trying to bring my experiences into everyday life.

HOBBIES

July 2011 - Present

Italian Red Cross (Volunteer). I have obtained the following patents: TSSA (Medical Transport and Rescue in Ambulance 118), FullID (Cardio Pulmonary Resuscitation with semiautomatic defibrillator adult, child, infant), Pediatric and Adult Disobstruction Maneuvers (Heimlich Maneuver), Infectious Disease update (health worker 118 COVID). Various experiences with foreign delegations as a translator and cultural mediator

- Secured media coverage for clients, company, and specific campaigns.

June 2021 - May 2022

Junior Account, Havas Milan, Milan, Italy

- Analysis of the competitive scenario and study of a strategy.
- Enhanced customer retention through proactive communication efforts including regular check-ins and prompt issue resolution.
- Distributed marketing materials to existing and prospective clients to promote products and services.
- Participated in weekly team meetings to discuss ongoing projects and strategize improvements for better client outcomes.
- Coordinated with creative teams in developing compelling presentations that effectively communicated product benefits tailored towards each individual client's needs.
- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Organized and detail-oriented with a strong work ethic.
- Proven ability to learn quickly and adapt to new situations.

September 2017 - January 2018

Sales assistant, Christian Dior, Florence, Italy

- Enhanced customer satisfaction with personalized product recommendations based on their needs and preferences.
- Maintained up-to-date knowledge of store sales, payment policies and security standards.
- Gathered and prepared sales materials in preparation for sales meetings.
- Handled customer inquiries, complaints, and returns professionally, ensuring a positive experience for all clients.
- Helped customers locate products and checked store system for merchandise at other sites.
- Executed visual merchandising strategies to attract customers and drive sales.
- Opened, shelved, and merchandised new products in visually appealing and organized displays for optimal sales promotions.
- Excellent communication skills, both verbal and written.

January 2017 - May 2017

Student Tutor, Syracuse University in Florence, FLORENCE

- Supporting professors in improving their teaching activities and solving any problems
- Direct collaboration with students in order to achieve greater integration in the university environment.
- Research and updating of all the necessary materials for the university and students.
- Supporting the Head of Operations in day-to-day operational functions
- Execution of extracurricular Italian-English language tandem
- Used personalized learning plans to guide students to deeper understanding of course material and learning styles.
- Conducted tutoring sessions at schools, homes and public spaces.