

Curriculum Vitae – Francesco Calcinai

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Over 8 years of experience in international business development and sales wine. Over 3 years experience in managing distributors, key accounts and promotional activities across multiple markets.

Skilled in marketing, negotiation and digital tools

Professional Experience

CASA VINICOLA LUIGI CECCHI (Siena, Firenze)

Export Area Manager / 2021 – Present

Area Manager Nordics countries, CIS's & Russia, Asia Pacific, East Europe, Africa.

- PRICING & SALES STRATEGY in the assigned area. Closing commercial terms.
- CONTRACT NEGOTIATION with importers and direct retailers, off- premise/GDO
- FORECAST AND BUDGET (monitoring KPIs, Power BI tools for sales analysis)
- MARKET TRANSFER, tastings and marketing activities with partners in several countries. After visit sales report.

VELENOSI VINI (Ascoli Piceno / Florence)

Export Area Manager / 2018 – 2021

Area manager Asia Pacific, CIS's & Russia, East Europe. Central Italy (Area Nielsen 3 + Abruzzo)

PRICING & SALES STRATEGY/ CONTRACT NEGOTIATION/ FORECAST AND BUDGET/ MARKET TRANSFER

- EXPORT Business developer assigned Area export. Reporting to sales director.
- ITALY MARKET managing agent and agency in the assigned area. Reporting to the National Sales Manager.

RIECINE (Gaiole in Chianti, Italy)***Direct Sales and Marketing/ 2017***

- DIGITAL MARKETING Developed content for newsletters, press releases and promotional materials.
- SOCIAL MEDIA set up (IG; FB) google analytics
- WEBSITE company website creation, storytelling, sales website, SEO
- ITALIAN MARKET visit, support Italian market, Italian fairs.
- WINERY VISIT & DIRECT SALES
- EVENT ORGANIZATION representing the company at the international and national event. NB Student Worker

Reporting to sales director and managing director.

KOTO RAMEN (Florence, Italy)***Marketing & Business Development / 2016***

- DIGITAL MARKETING promoting the franchise with marketing and branding activities.
- BUSINESS DEVELOPER Organized local events and partnerships to strengthen brand positioning, new openings 3 stores total.

Reporting to the founders. NB Student Worker

RIECINE (Gaiole in Chianti, Italy)***Direct Sales and Hospitality/ 2015***

- WINERY VISIT & DIRECT SALES
- MANAGER ASSISTANT Assisting managing director and sales manager, preparing material for meeting (budget, presentation, agenda)

Reporting to the founders. NB Student Worker. NB Student Worker

SAVINO DEL BENE (Firenze, Hong Kong)***Junior Sales & Key Account / 2014 - 2015***

- 2013 – 2014 | Savino Del Bene (Hong Kong & Florence) – Junior Sales & Key Account. 6 Months in Florence HQ than relocating to Hong Kong.

GEMMA BUYING OFFICE (Firenze, internship)
Assistant Buyer/ 2013

Education

- 2014 – 2016 | **Ca' Foscari University of Venice – Marketing & Chinese Language** (105/110) including 2012 East China Normal University
 - 2007 – 2010 | **University of Florence – BA in International Relations and Economics** (100/110) including ERASMUS 2009 Universidad Complutense di Madrid
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- Project Cycle Management, Certificate ISPI SCHOOL (Milan, 2011)
 - Level 4 (HSK Chinese International Standard, 2012)
 - Google Certificate – Digital Marketing (2014)
 - Wine: Social Media and Winery Storytelling – Selecta Wine Job (2015)

Languages

- Italian:
- English: Fluent (C1) Spanish (b2) Chinese (B1)

Key Strengths

- Sales & Negotiation
- Event & Trade Marketing
- Cross-cultural Communication
- Business Development
- Brand Promotion in HoReCa & Retail