# ANNALISA GIOVANNINI

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#### ABOUT ME

A professional with over 15 years experience in communication, marketing, advertising, press and web communication. International policy and international studies learner with a deep curiosity and high soft skills approach.

#### WORK EXPERIENCE

14 APR 2017 - CURRENT Florence, Italy

#### FREELANCE & SELF-EMPLOYER [DIGITALE]

- Advertising online, marketing, e-commerce services
- SEO, PPC social media and digital marketing and IT development
- Press and online advertising, social media marketing
- Budgeting and reporting analysis, ITC support marketing and advertising implementations

10 MAR 2017 - CURRENT Florence, Italy

## FOUNDER & OWNER BEAUTYNETTE.IT

- Marketing & Advertising activities, communications & IT development
- Beauty e-commerce stock and online magazine development
- Press release, advertising, pricing, stock management, new business development
- Suppliers and trading online, e-commerce advertising and event and digital assets
- Wordpress updates, social media and project management

15 FEB 2022 - 6 JUN 2023 Florence, Italy

#### **WEB CONTENT MANAGER** XINHUA NEWS AGENCY

- Social media marketing and press release
- Xinhua Italia News, politics, economy, international press review.
- China press update and digital marketing activities, reporting, KPI's analysis
- Digital support to Xinhua Italia News social and web development

5 MAR 2015 - 12 APR 2017 Florence, Italy

#### MARKETING MANAGER NEPHILA SAS

- ITC Development and marketing, SEO and team coordinator
- Python & django promotional activities across workshop and conferences
- Event planning, conferences organizer, djago girls workshop organizer
- Women in tech supporter across media activities and event planning
- Sponsorship funding, fundraising programs, budgeting and event management

11 FEB 2014 - 6 MAY 2015 Florence, Italy

#### MARKETING & ADEVRTISING MANAGER CARLA MUGNAINI COMMUNICATION & ADVERTISING

- Press release, social media marketing, press office and digital media media planning
- Media buying to manage the budget for press activities and PR plan development

- Public Relation, press release and media acquisition & budgeting
- Social Media management, digital advertising reporting & implementation

11 JAN 2013 - 12 FEB 2014 Florence, Italy

#### **ACCOUNT EXECUTIVE TL MEDIA**

Developed social media strategies to increase followers and engagement, SEM & DEM campaigns tracking and implementation, KPI's Reporting and monitoring, project management and analysis

10 JUN 2012 - 19 DEC 2012 Florence, Italy

#### E-COMMERCE MANAGER LUXYUU.COM

Competitor analysis, CMS management, display/mobile advertising, Keywords adv campaigns management, digital campaigns and budgets plan, Daily activity report, website analysis and web development guidelines

11 MAR 2012 - 6 SEP 2012 Bologna, Italy

#### JOURNALIST & CONTENT WRITER HTTPS://WWW.SWITCH-MAGAZINE.NET/

As journalist and web content writer I carried out multiple tasks, including: gathering news, interviewing public and private figures, carrying out research, re-reading sources, writing articles, editing columns.

4 MAR 2010 – 7 AUG 2012 London, Italy

## MARKETING EXECUTIVE UNIQUE DIGITAL MARKETING LTD.

- PPC and SEO worldwide campaigns implementation for fashion
- Campaigns KPI's Optimization and analysis/reporting/presentation, Keywords optimization,
- content creation & budget allocation, Strategical and tactical web marketing support across 30 markets

4 FEB 2008 - 12 NOV 2008 Milan, Italy

#### **ACCOUNT EXECUTIVE FORCHETS SRL**

International Offline advertising as press, radio TV & outdoor campaigns, Campaigns, budget management and drafting creative brief for insight, Review and present concepts/layouts/copy to the client for approval.

8 APR 2007 – 10 JAN 2008 Milan, Italy

# **ACCOUNT EXECUTIVE SPECIAL SRL**

Accounting and organizational support for HORECA events and Hotellerie field's promotions, events set up coordination and in-store promotional activities, creative brief for the creative team & reporting.

5 MAR 2006 – 4 SEP 2006 Florence, Italy

## JR. ACCOUNT EXECUTIVE XEO CREATIVITY STUDIO

#### EDUCATION AND TRAINING

2 FEB 2024 – 31 AUG 2024 Lausanne, Switzerland SCHOLARSHIP - INTERNATIONAL STUDIES UNIL - University of Lausanne

Website https://www.unil.ch

9 SEP 2021 – CURRENT Florence, Italy
BACHELOR DEGREE IN INTERNATIONAL STUDIES University of Florence

Website Unifi.it

4 SEP 2007 - 3 DEC 2009 Milan, Italy

MASTER'S DEGREE - POLITICAL AND SOCIAL COMMUNICATION University of Milan

Website https://www.unimi.it

Website unifi.it

#### LANGUAGE SKILLS

Mother tongue(s): ITALIAN

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	<b>Spoken</b> interaction	
ENGLISH	C1	C1	C1	C1	C1
FRENCH	A2	A2	A2	A2	C2
SPANISH	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

#### DIGITAL SKILLS

Microsoft Excel | Working both in a team and autonomously | Zoom | Problem Solving (Problem Analisys)

#### ORGANISATIONAL SKILLS

## DJANGO GIRLS WORKSHOP | Event organizer & Support | TUTORING & COACHING

Django Girls organize free Python and Django workshops, create open sourced online tutorials and curate amazing first experiences with technology. Women in tech and web development skills.

Link https://djangogirls.org/pyconitalia/

#### **ECCELLENZE IN DIGITALE TUTORING & COACHING**

Write Free training seminars and webinars to learn how to use digital tools, even through personalized sessions, and meetings organized by trainers selected and trained by Unioncamere and thanks to the technical support of Google ADV programs.

Link https://www.eccellenzeindigitale.it/

## PYCON IT | Event organizer & Support

Organizing conference for Python Italia and support us even more Python Italia is a non-profit organization that aims to promote the Python programming language in Italy.

Link https://www.pycon.it

#### TEDxFdM | Event organizer & Support

TEDx is a grassroots initiative, created in the spirit of TED's overall mission to research and discover "ideas worth spreading." TEDx brings the spirit of TED to local communities around the globe through TEDx events. These events are organized by passionate individuals who seek to uncover new ideas and to share the latest research in their local areas that spark conversations in their communities. TEDx events include live speakers and recorded TED Talks, and are organized independently under a free license granted by TED. These events are not controlled by TED, but event organizers agree to abide by our format, and are offered guidelines for curation, speaker coaching, event organizing and more. They learn from us and from each other. More than 3000 events are now held annually.

Link https://www.ted.com/

#### RECOMMENDATIONS

#### Prof.ssa Daniela Bernaschi Professor at the University of Florence

I have known Ms Giovannini for six months, since she was in my class. She had all the hallmarks of excellence then and has since matured into a person of intellectual and personal integrity and achievement. After graduating with a degree in communication, she enrolled at the University of Florence to study international studies. Her intellectual curiosity blossomed when the opportunity for further and deeper study presented itself. In class, she participated thoroughly and was well received by her classmates. In a lesson on Zygmunt Bauman and the human consequences of globalisation, you showed that you had grasped the perspective of the man, the sociologist and the philosopher. In a lesson on M. Castells and "The Rise of the Network Society, The Information Age: Economy, Society and Culture", the student learned and explored the economic and social dynamics of the Information Age and acquired skills related to the network society emerging on a global scale. She took initiative in her work and was highly valued in the discussion group. At the end of the course, the student showed that she was suited to the sociological discipline, especially the sociology of information and communication. Since then, Ms Giovannini has completed her third year of study and completed her majors in International Politics, Communication of International Institutions and Political Communication to obtain her Bachelor's degree in International Studies. Her background has made her a very cosmopolitan person over time, but this has not detracted from her ability to work in a team and a good dose of leadership skills. Being able to conduct quantitative and qualitative analyses, both of which are required in the proposed curriculum, she is well prepared to move forward with her research project for international organisations providing aid in developing countries. I am sure it would be welcomed by people in urban and rural areas as well as by academics. Personally, I consider Annalisa Giovannini to be an honest, intelligent, articulate and self-motivated person who also demonstrates leadership qualities and soft skills that are admired by colleagues and superiors. I can only warmly recommend participation in the Fulbright Programme and will be happy to provide you with further information if required.

Dr. Daniela Bernaschi

Environmental and Development Economist, Researcher and Adjunct Professor at the University of Florence Department of Political and Social Sciences

## CERTIFICATIONS

9 JUL 2023 – CURRENT INSIDE LVHM CERTIFICATE

This unique learning path consists of four learning modules over eight weeks. Upon successful completion, participants will receive a personalised INSIDE LVMH Certificate to add to their CV and enhance the marketing approaches in the luxury industry job landscape.

Link https://www.insidelvmh.com/landing

11 JUL 2023 - CURRENT

University HARVARD Edx | Rhetoric: The Art of Persuasive Writing and Public Speaking |

Fundamental disagreements on critical political issues make it essential to learn how to make an argument and analyze the arguments of others. This ability will help you engage in civil discourse and make effective changes in society. Even outside the political sphere, conveying a convincing message can benefit you throughout your personal, public, and professional lives. This course is an introduction to the theory and practice of rhetoric, the art of persuasive writing and speech. In political communication the art of construct and defend compelling arguments, an essential skill in many settings. Using selected addresses from prominent twentieth-century Americans — including Martin Luther King Jr., John F. Kennedy, Margaret Chase Smith, Ronald Reagan, and more — to explore and analyze rhetorical structure and style. Through this analysis, understanding how speakers and writers persuade an audience to adopt their point of view. Built around Harvard Professor James Engell's on-campus course, "Elements of Rhetoric," this course I've analyzed and apply rhetorical structure and style, appreciate the relevance of persuasive communication in political life, and understand how to persuade and recognize when someone is trying to do it.

Link <a href="https://pll.harvard.edu/course/rhetoric-art-persuasive-writing-and-public-speaking">https://pll.harvard.edu/course/rhetoric-art-persuasive-writing-and-public-speaking</a>

6 MAY 2010 – CURRENT Institute of Practitioners of Advertising IPA The Institute of Practitioners in Advertising (IPA), incorporated by a Royal Charter, is the trade body and professional institute for agencies and individuals working in the UK's advertising, media and marketing communications industry.

Link https://ipa.co.uk/

#### 11 MAY 2010 - CURRENT

## GOOGLE ADS ADVANCED CERTIFICATE I GOOGLE

Google Ads certifications are professional accreditations that Google offers to individuals who demonstrate proficiency in basic and advanced aspects of Google Ads.

Link <a href="https://skillshop.exceedlms.com/student/catalog/list?category\_ids=2844-google-ads-certifications">https://skillshop.exceedlms.com/student/catalog/list?category\_ids=2844-google-ads-certifications</a>

6 JUL 2010 – 10 AUG 2011 UCL - University College London

English Course advanced at University College London

Link <a href="https://www.ucl.ac.uk/">https://www.ucl.ac.uk/</a>

## DRIVING LICENCE

Driving Licence: B