

# Deborah Ruggiero



## Personal Info

Born in Canosa di Puglia, Italy      Living in Florence, Italy  
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## Experiences

Jun-Sep 2019

### • Guest Assistant and Tour Seller @Veratour S.p.A (Kos, Greece)

- Assisted more than 90 tourists on a daily basis providing information and handling promptly complaints of customers who were unhappy with the services received.
- Sold excursions and transportations services (using cross-selling and up-selling techniques), achieved 38% of Sales Contribution to the Total Sales in 4 months.

Jun 2017- Sep 2018

### • Reservation Sales Agent @Italiana Hotels & Resort S.R.L. (Florence, Italy)

- Assisted customers with planning and booking reservations (using up-selling and cross-selling techniques). Supervised changes to original reservations managing exchanges and refunds.
- Answered incoming calls and emails giving satisfactory replies to customer inquiries.
- Monitored reservations schedules, cancellations and no-shows on PMS Scigno, Channel Manager Vertical Booking and OTAs Extranet (Booking.com, Expedia, Hotelbeds, Agoda, etc.)
- Used Revenue Management techniques for daily rate changes

Mar 2015-May 2017

### • Front Office Agent @ Era Rental Apartments snc (Florence, Italy)

- Managed Check-in and Check-out operations for an average of 70 guests per day, assigned apartments.
- Ensured prompt and complete satisfaction of guest requests and timely resolution of guest complaints.

Jun -Sep 2016

### • Sales & Marketing Trainee @Grand Hotel Baglioni (Florence, Italy)

- Management of marketing content and graphic design for social pages; monitoring reviews and structuring of responses.
- Support to the Sales Manager in the preparation of 3 leisure fairs: study of prospects through the web channel, identification of the right prospect for target and business.
- Cold calls, recall and follow up management.
- Statistical analysis conducted through Google Analytics and SWOT analysis.

Feb 2013-Feb 2014

### • Content editor @Geco - Gestioni Consulenze Alberghiere (Florence, Italy)

- Updated with new contents (pictures, texts, amenities) around 30 Hotel Websites and OTAs.

Sep 2012-Jan 2013

### • Front Office Agent (Trainee) @UNA Hotels & Resorts (Florence, Italy)

- Welcomed guests on arrival, managed Check-in and Check-out operations on PMS Opera Fidelio.

## Education

2019

### • Master's Degree in Hotel Management @International Hospitality Management Academy

2012- 2016

### • Master's Degree in Design of Sustainable Tourism @University of Florence

2008- 2012

### • Bachelor Degree in Foreign Languages @University of Florence

2003-2008

### • Linguistic High School Diploma @Linguistic High School "A. Ceschin Pilone"

## Language Skills

**Italian:** mother tongue    **English:** fluent    **French:** intermediate    **Chinese:** basic

## IT Skills

**Excellent:** MS word, MS Excel, MS PowerPoint, Adobe, Scigno (PMS), Opera Fidelio (PMS), Vertical Booking (Channel Manager), Salesforce (CRM), HTML, HTML5, CSS, JAVASCRIPT

## Interests

Playing musical instruments, Traveling, Art, Emerging technologies, Front-End and Back-End Development, Yoga