

Paolo Posa

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Country Manager

★ A result-oriented professional with a positive demeanour and strong work ethic

Qualified and competent professional with ten years of diverse experiences in different professional domains. Well versed in generating revenue by developing market potential through forecasting, leading generation, qualification, and closing sales. Highly energetic, motivated, self-starter, recognized as a proactive trouble-shooter who can rapidly identify problems, formulate tactical plans, initiate change and implement effective programs in challenging and diverse environments.

Areas of Expertise

- | | | |
|---------------------------------------|--|--------------------------|
| ✦ Selling and Closing | ✦ Competitor Analysis | ✦ Market Intelligence |
| ✦ Business Investment Opportunities | ✦ Time Management | ✦ Inventory management |
| ✦ Channel Marketing Programs | ✦ Product / Brand Management | ✦ Retail Shop Management |
| ✦ Independent Decision-Making | ✦ Complex Contracts Negotiation Skills | ✦ Multi Tasking Ability |
| ✦ Client Need Assessment | ✦ Market Analysis | ✦ Delivery Oriented |
| ✦ Competitor analysis | ✦ Client Servicing | ✦ Target Oriented |
| ✦ Market Intelligence | ✦ Personnel Management | ✦ Scuba Diving |
| ✦ Record Maintenance | ✦ Sales Presentation Skills | ✦ Account Management |
| ✦ Negotiations/ Liaisons & Networking | ✦ Market Analysis/ Research | ✦ Co-ordination Skills |

Professional Competencies

- ✦ Experience in identifying and implementing communication strategies, such as advertising campaigns, to attract customers.
- ✦ Adept at organizing and analyzing market research and surveys and generating reports on products, services, consumers and sales.
- ✦ Experience in planning and administering the firm's marketing operations budget.
- ✦ Execute events, conferences, trade shows and meetings to promote the company and its products.
- ✦ Good knowledge in developing, implementing, modifying, and recordkeeping systems, making use of current computer technology.
- ✦ Ability to exceed defined team objectives contributing creative inputs and establishes credibility as a dependable performer.

Career Snapshots

Country Manager

Eumeli Luxury Real Estate

March 2023 -

Published Author

"Destini"

October 2022

Generali Italia SPA

Specialist high profile clients

July 2019 – December 2022

Marketing freelance

June 2016 – June 2019

Account product placement cinema industry

October 2015 – June 2016

Film Producer

"Effetti In-Desiderati" Italian comedy

March 2015

Businessman

Drinkood s.r.l. – beverage import and national sales (Horeca, GDO)

September 2013 – September 2015

Senior Account Manager

One to One Italia SRL, Milano. Major clients: Branca, Pepsi.

June 2011 – June 2013

Marketing/Operative Manager

One to One Italia SRL, Milano. Major clients: Campari, J.Daniel's, Sky tv.

March 2007 – June 2011

Security Manager

Milano FIERA Rho-Pero

January 2007 – October 2007

Room Manager

"Serafina restaurant" (Madison Ave.N.Y.C.-U.S.A.)

October 2003 – February 2004

Security Manager Coordinator music concerts

Stadio di San Siro and Milano Forum

March 2002 – November 2008

Merchanteinnment – Cultural Ambassador

DisneyWorld, Orlando, Florida

July 2002 – May 2003

Manager/ P.A.D.I. Instructor

Scuba Diving School "Sub World"- Milano

September 1998 – June 2006

Abroad Experiences:**Shops Manager and cultural ambassador**

DisneyWorld

July 2002 – May 2003

Room Manager

"Serafina restaurant" (Madison Ave.N.Y.C.-U.S.A.)

Oct 2003 – Feb 2004

Educational Qualifications

Bachelor in Modern History

"Università degli Studi di Milano"

Oct 1999 – Jun 2006

High School – Senior Year 12th grade

One year in N.C. for Studies

Jul 1996 – Jun 1997

High School Degree in Scientific Studies

"E.Majorana"- Rho.

Sep 1993 – Jul 1998

High School Degree

C.C.H.S., North Carolina, U.S.A.

Jul 1996 – Jun 1997

2004/05 One year in Leon – Spain for University Studies (Erasmus Project)

Professional Affiliations:

- ✓ License of Scuba Diving Instructor, P.A.D.I., 2006
- ✓ E.C.D.L (European license of computer), 2004
- ✓ Barman Certificate AYBES, 2000

Personal Details

Date of Birth : 9th November, 1979
 Gender : Male
 Nationality : Italian
 Marital Status : Single
 Language : Italian, English & Spanish (fluent)
 Driving License : B, A, KB (taxi) and nautical

I Authorize the using of the informations in my C.V. based on (Italian Privacy Law- D-Lgs 675/96)

References available on request