



Rossella Ferrandino

Email: ross.ferrandino@gmail.com

Mobile: +81 080 7742 9151

Portfolio: rossellaferandino.info

Location: Tokyo, Japan

Github: RossellaFer

Junior front-end developer with a marketing professional background, looking for a full-time junior role or internship in Tokyo. I am comfortable building web applications with vanilla JavaScript, single page responsive layouts and working with data structures.

Experienced in customer retention, project management and marketing communications within one of the fastest-growing independent cinema chains in the UK. Heavily involved in the improvement of the user experience, especially paid subscribers, on the Everyman Cinema website.

Skills:

JavaScript, HTML5, CSS3, CSS Flexbox, Responsive layouts, Email marketing, Social media,

English and Italian: Fluent Speaker

Mandarin Chinese: Basic Knowledge

Japanese: Elementary

Relevant experience

Everyman Media, London, 01/2012 – 12/2017

MEMBERSHIP COORDINATOR

01.2017 – 12.2017

- Project manage the successful launch of a new subscription membership product, from gathering feedback from existing customers, pitching the proposal to the board of directors, to coordinating the system integration between three different suppliers including a new payment provider.
- Lead the switch to paperless membership sign up process and the outsourcing of the membership admin to a third party.
- Actively collaborated to the design of the membership landing page, providing wireframes proposal to the board of directors and graphic designer with user-friendly and clear interactions.

MARKETING AND EVENTS ASSISTANT

11.2014-01.2016

- Oversee all the private events across 14 venues, from the enquiry stage to the event delivery. Average of 260 events per year with a target of £300.000 exceeded by 30% in 2015.
- Provide information by email or phone to clients, discussing requirements and advising on suitable event locations.
- Issue event quotes and contracts for private hire, ensuring client or agency is charged or invoiced correctly and promptly and that the financial information is properly recorded.
- Ensure effective communication with all those involved in the private events, from circulating the events calendar, briefings and making sure the film content is booked and delivered to the site in time.
- Manage the relationships with clients, agencies and internal teams

- (operations, technical) at the highest possible standards, and deliver first-class events that meet or exceed client expectations.
- Administer all aspects of loyalty scheme applications, carrying out database processes and acting as main point of contact for all membership queries for the 10.000 paid members.

Education

School of Oriental and African Studies (SOAS) – MSc International Management (China)

09.2011-06.2013 Focus on international business management and its implications in relation to the Chinese market and culture, including high-level courses in international marketing and Chinese language.
Dissertation title: *"Made in Italy" in China: a study on the effects of the Country of Origin image on the distribution choices by Italian manufacturers.*
Final grade: Merit

Ca' Foscari University of Venice – Master's degree: Languages and Legal Institutions of Eastern Asia

09.2008 – 03.2011 Focus on Chinese language and the Chinese economy. I also spent 5 months in Shanghai as part of my language curriculum.
Dissertation title: *"An analysis of Chinese cosmetic market: integration and adaptation to Chinese reality in the case of L'Oréal Group".*
Final mark: 110/110

Projects

Michele Pala: portfolio website

Responsive single page website to showcase the work of the London artist Michele Pala. The user is able to filter the image gallery to view the different categories.

Local weather app

Single page web application that displays the weather of the user's location. The image and the weather icon change according to the current weather.