**Francesco Traverso** March 2020

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A reliable, creative, energetic young professional certified in event/hospitality industry. Bachelor’s degree in Business Administration from a global leading hospitality management school. Rapid career progress by means of fast learning and dedication (from Support to Assistant) as well as leadership inclination and enthusiasm to acquire responsibility, as manifested by fast promotion to Executive level.

# CORE COMPETENCIES

* Corporate Event Planning ▪ Event Concept Design ▪ Event Operation ▪ Sourcing and Negotiation ▪ Customer Orientation ▪

Customer Experience ▪ Supplier Management ▪ Operational Team Leadership ▪ Resource Planning and Selection ▪ Coaching ▪ Project Budgeting ▪ P&L and Budget Reconciliation ▪ Cross Cultural Engagement ▪ Multiple Languages ▪ Problem Solving ▪ Proactivity ▪ Critical Thinking. ▪

# KEY SKILLS & ACHIEVEMENTS

## Autonomy, Understanding Client Needs, Cross-cultural Engagement, Proactivity in a company primer situation

Our customer Lenovo MENA was planning an incentive in Beijing to be held in November 2019. The responsible team at Lenovo had never visited China previously, and it was the first time my employer would operate in China. Leveraging my knowledge of the Chinese culture and environment, and with an understanding of the client profile from the MENA region, I took the ownership of this primer. Sourced all required services independently based on periodical meetings with the client in order to deliver a final product to meet expectations within budget restrictions.

## Customer Experience Management

Operated multiple incentives on behalf of Microsoft MEA to Dublin and Amsterdam for the Microsoft partners of the MEA region. These events represent an extension of Microsoft MEA’s PR arm delegated to my employer, the logistics of which I was tasked with. I focused on the task aiming at optimizing the overall end-customers’ experience. Following several successful executions and positive feedback, Microsoft MEA requested that I be the direct point of contact and primary person responsible for these recurring events.

## Supplier Management, Problem Solving

Microsoft EMEA had engaged my employer to operate two separate events for different departments. One of the two events, Microsoft CDS EMEA, did not include a dedicated team member to fly to Amsterdam from Dubai to oversee the operations in the event budget. I was in Amsterdam on the same dates to operate an incentive for Microsoft MEA HQ, when I was made aware that the ground transportation arrangements previously made for the CDS EMEA group by one of my colleagues had failed to appear at the client pick-up spot. Upon learning this, I was able to leverage my network of suppliers and provide reliable ground transportation without the client being aware of this service crisis.

## Resource Planning and Selection, Supplier Management, Operational Team Leadership

Was responsible for the evaluation and management of part time staff engaged in the operation of Microsoft MEA yearly Kickoffs in Istanbul, by evaluating and selecting the required staff and managing the staff on site.

# PROFESSIONAL EXPERIENCE

**Evo Event DMCC Aug. 2018 – Present**

Project Executive Jun. 2019 – Present

* Event concept creation and execution
* Direct communication with client
* Team coordination
* Coaching of team members

Project Assistant Oct. 2018 – Jun. 2019

* Sourcing and budgeting of required services for different events
* Staffing management for event operations
* On site autonomous operation of events
* Supplier management

Operation support Aug. 2018 - Sep. 2018

* Delegate support during and before event operations
* Operational assistance for event management team during operations
* Logistics arrangements for event management team

**Various** Nov 2016 - Jun 2018

part time staff

* Flash Entertainment

VIP Bartending and Service, Abu Dhabi Grand Prix Concerts and leadership role of part time staff.

* Marta's Kitchen

service for on-site catering at store launch celebration.

* Madinat Jumeirah

Service at World Economic Forum.

# ACADEMIC QUALIFICATIONS

Bachelor Of Business Administration In International Hospitality Management **–** The Emirates Academy of Hospitality Management.

## Sep. 2015 – Nov. 2018

**LANGUAGES**

**Italian** - native speaker, **English** – fluent IELTS Certified, **Chinese** - intermediate oral / basic written