



# ANDREA FALCONE

## BUSINESS AND MARKETING MANAGER

### Profile

An accomplished business and marketing manager with a proven track record in event and projekt management, marketing, sales, social media managment and customer service within dynamic enviroments. I am passionate about effective communication and harnessing creativity to drive business success. As a motivated self-starter with exceptional leadership skills, I consistently meet deadlines and exceed expectations. Additionally, I am fluent in Italian, English and good in Swedish. I am currently finalizing my studies in Spanish.

### Work Experience

2024

#### Twistshake of Sweden

Export Sales manager

- Identifying and targeting new export markets with high growth potential
- Bulding and managing a network of international distributors and retailers

2021

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2023

#### Agneta Livijn AB

Marketing and Sales

- Implement torget marketing strategier to boost brand awareness and sales.
- Organize and promote art exhibitions and manage artists

2023

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2024

#### Brasseriegruppen

Sales

- Employ strategy sales approaches to enhance food and wine sales.
- Organize and marker food and wine event, supervinst vendors and promotional activities

2018


-

2023


#### Meno Male AB


Sales and Marketing Manager

- Oversaw operations, straff training and event marketing at "La Bottega del Meno Male" enhancing customer experiences
- Managed social media, promoted Italian products and coordinated projects to boost sales and drive business growth

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Stockholm, Sweden

## Education

### Bachelor of Cultural Studies - Critical theory and Analysis

University of Salento - Italy  
2013-2016

### Erasmus Exchange Program

Stockholm University - Sweden  
2014

### Swedish Language Course

Folkuniversitetet - Sweden  
2020 -2021

### Scientific High School

IIS Epifanio Ferdinando - Italy  
2005 - 2010

## Expertise

Digital Marketing

Export Sales Manager

Managment

Social Media Marketing

Team Collaboration

Multitasking Abilities

## Language

Italian

English

Swedish

Spanish

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## BUSSINESS AND MARKETING MANAGER

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### Cover Letter

Dear Manager,

I am Andrea Falcone, a business and marketing professional with solid experience in sales, social media management, and event organization. My background has equipped me with the skills necessary to drive business growth, implement effective communication strategies, and manage high-impact events with creativity and precision.

Holding a degree in Cultural Studies, I enriched my academic journey with an Erasmus program at the University of Stockholm, which allowed me to refine my Swedish language skills and gain an international perspective. Over the years, I have taken on roles of increasing responsibility in dynamic and innovative companies, successfully managing marketing and sales activities while developing strong client relationships. This experience has provided me with deep knowledge of international markets, export sales, and the ability to identify and capitalize on new business opportunities. In my previous roles, I have developed and executed marketing strategies that have significantly increased brand visibility and customer engagement. I was responsible for contract negotiations, key account management, and overseeing the organization of large-scale events. My ability to analyze market trends and adapt strategies accordingly has enabled me to contribute significantly to revenue growth and business expansion.

I am a results-oriented professional with an entrepreneurial mindset, capable of working both independently and within a team to achieve strategic objectives. My passion for business development and market expansion, combined with my expertise in account management and export sales, makes me confident in my ability to contribute effectively to your company. Furthermore, my strong communication skills and adaptability allow me to build and maintain long-lasting relationships with clients and stakeholders across various industries.

I am excited about the opportunity to bring my skills and experience to your esteemed company and believe that my dedication, creativity, and strategic approach can have a positive impact on your team. I would be delighted to further discuss how my experience aligns with your needs. Please feel free to contact me to schedule an interview.

Best regards,

Andrea Falcone

A stylized, handwritten signature in black ink that reads "Falcone Andrea". The signature is fluid and cursive, with the first name "Falcone" being more prominent and the last name "Andrea" following in a similar script.

