

STEFANIA ZADRA

WORK EXPERIENCE

December 2021 – on going: Influencer Marketing – Trentino Marketing s.r.l (Trentino Sviluppo SPA), Trento, Italy

- Contact with creators, video-makers and influencers (PR activities)
- Scout of creators according to the goal and the objective of the campaign
- Definition of the deliverables and negotiation of the creators' fees
- Collaboration with the Legal dept. for designing of the contracts
- Creation of influencer campaigns (through the platform KLEAR)
- Organization of influencer trips: designing travel plan for creators and booking of the activities
- Monitoring of influencer campaign and analysis of results
- Coordination of local stakeholders in order to jointly promote the image of Trentino in Italy and abroad

June 2019 – December 2021: PR Media – Trentino Marketing s.r.l (Trentino Sviluppo SPA), Trento, Italy

- Contacts with journalists and PR agencies and suppliers
- Support and organization of press trips for journalists
- Collection and preparation of marketing material to be sent to journalists (PR requests)
- Coordination of local stakeholders in order to jointly promote the image of Trentino in Italy and abroad
- Content creation and creation of monthly newsletter and mail/community management of Trentino Tree Agreement (Trentino Marketing's environmental communication project)

February - April 2019: Communication – Tasci srl (Montura sportswear), Rovereto (Trento), Italy

- Social media management and copywriting
- Updating and creating news on the website
- Planning and creation of newsletters
- Editorial planning, PR activities, events
- Basic graphic works
- Photographic archive management

March 2016 - September 2018: Head of Marketing and Communication / Sales – Westa GmbH, Mils, Austria

- Social media manager, copywriting for the new website
- Planning and creation of newsletters for B2B and B2C and promotions implementation
- Editorial planning, PR activities
- Communication support for International Partners of Oliver Weber Collection
- Events management and organization of fairs
- Sales activities: orders, complains, customer service, furniture (showcases) transportation planning

May – September 2013: Receptionist tourist office – Azienda per il turismo Rovereto Vallagarina, Rovereto (TN), Italy

- Front office, tourist information and collection of tourist details for statistical purposes
- Administration activities
- Event planning
- Fairs material collection and organization

November 2012 - February 2013: Assistant Marketing / Sales (internship) - LondraNetwork, London

- Content marketing and copywriting for blogs and online articles
- Social media manager
- Sales of study-work programs
- Work interviews support

EDUCATION

2013 – 2015: Master in Tourism Economics and Management | University of Bologna, campus Rimini

- Micro e macro Economics, Statistics, Mathematics, Accounting, Finance, Project Management
- Master thesis abroad: "Profiling the tourist travelling to Ceará - northeast of Brazil" - 110/110

2014 – 2015: Erasmus program – MCI Innsbruck (Management Centre Innsbruck), Innsbruck, Austria

- Global Economics, Emergent tourism markets, Sustainability and Tourism, E-tourism Business Models

2008 – 2012: Bachelor Degree: Language Graduate in Tourism and Business – University of Trento

- Business administration, Tourism promotion, English and German linguistics, Tourism Law

LANGUAGES

ITALIAN: Mother-tongue | **ENGLISH:** Fluent | **GERMAN:** Advanced | **SPANISH:** basics

ABILITIES AND COMPETENCES

Ability to work in groups, to cooperate sharing ideas and intuitions in order to achieve a common goal.

I am good at managing my time respecting deadlines, planning and managing projects handling stress and pressure and overcoming difficulties.

I am a friendly person, able to quickly adapt to changes. I like listening to other people, friends as well as colleagues and

I am very communicative. I love traveling, discovering, cooking and eating!

I am willing to travel on business.

TECHNICAL KNOWLEDGE

Microsoft Office: Advanced | **Social networks:** Facebook, Instagram, Youtube, LinkedIn, TikTok | **Graphics:** Photoshop, Indesign, Illustrator (basic user) | **CMS Knowledge:** Prestashop (basics) | **KLEAR Influencer Marketing Platform**

FURTHER INFORMATION

- Course in "Digital Strategy & Web marketing" | Ninja Academy " | 2017-2018
- Photography for beginners-intermediate | Zoomfotografia | 2018
- Master online Graphic Designer Professionals | Life learning