**Marika Spirito** 

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# Education

## 2020/2021 – LUISS Business School- Rome, Italy

## Master in DIGITAL EXPORT- MAJOR OF MASTER IN MARKETING MANAGEMENT organized by Luiss Business School in partnership with ICE

## Main Courses: Advanced Marketing and Social media Management; International Business, taxation, customs and Incoterms ; Analysis and Evaluation of the Foreign Potential Markets; Methods and Web Tools for Export Planning; Digital Market Applications; Business Planning of E-CommerceFinal project work: a challenge in collaboration with SACE in order to create the tools for companies to export with the creation of a Business matching platform ‘’MyExportMatch’’

## 01/10/2016 – 25/10/2019– University of Macerata – Macerata, Italy Bachelor’s Degree in LANGUAGES MEDIATION SCIENCES FOR INTERPRETERS AND TRANSLATORS

Main courses: Chinese, English and French (Language, grammar, culture, translation and interpretation)

**Work Experience**

**11/2021 – Present – JUNIOR EXPORT MANAGER
Icube Italy, Viale dell’Aereonautica 61, 00144 Roma, Italia**

* Consultancy to companies for commercial and industrial development processes on international markets
* Implementation of business plans for the export of client companies through the implementation of ad hoc projects for internationalization following an accurate analysis of product marketing, public relations, communication
* Organization, management and participation in international trade fairs in USA and other countries
* Scouting of partners abroad, positioning strategies on foreign markets and distribution
* Creation of contact databases of importers and distributors
* Organization of B2B meetings with direct buyers within companies for product tastings
* Management of the production process of labels suitable for the standards of the foreign market and company FDA
* Management of international orders and payments by distributors mainly in the USA and also on behalf of large-scale distribution such as HEB
* Organization and management of international logistics with preparation of customs bill, bill of lading, declaration of free export, packing list and commercial invoice
* Management of costs and revenues related to exports through the interpretation of data and sales projections and the analysis of deviations from the expected turnover targets
* Scouting of calls for export and business internationalization thanks to the funding promoted by SACE SIMEST and INVITALIA and reporting activities on behalf of companies following participation in trade fairs
* Management of the Alibaba.com platform through smart and custom marketing campaigns
* Tutoring and support to ITS Roma students during their internship at our company

**07/2022 – DATA ATTUALE – INTERNATIONAL SALES AND BUSINESS DEVELOPMENT MANAGER
VERO ITALIAN TRADITIONAL FOOD, Roma, Italia**

* Creation of business management opportunities through management of all aspects related to export and products promotion
* Consultancy to brands from local and national markets, selecting the right commercial targets and using the best performing strategies for internationalization.

**10/2021 – Present – Consultant for business internationalization - Temporary Export manager (STAGE)
Mediterranea Spa, Viale Giuseppe Mazzini, 4 0019, Rome, Italy**

* Consultancy for companies to define the most appropriate strategies for individual foreign markets, to design events abroad (trade shows), develop media relations and product innovation and customization actions to stand out from other competitors
* Scouting of calls for export and business internationalization thanks to funding promoted by SACE SIMEST and INVITALIA and support activities for companies in accessing funds
* Development of business plans for exports through Swot analysis and PESTEL analysis

**09/2017 – Present – Freelance Translator (ENG-ITA, FR-ITA, SPA-ITA, CHIN-ITA, ITA-ENG, ITA-SPA, ITA-FR, ENG-FR, FR-ENG, SPA-ENG)
In collaboration with private clients and agencies: Montlingo.com; Universal Translation, Translated.net, Agato Translation, Pearson Translation, Pangeanic,** **Notarized Translation services, Expertrans, Globibo**

### Role

* Translator of Economic, commercial, Legal, Technical, Literary translation. Fields of expertise:
 - Marketing and advertising
 - Websites, touristic articles and brochures
 - Birth, death certificates and diplomas, school reports

**11/01/2021– Present – Project Assistant and Social Media Manager**

### Adriatic Ionian Euroregion, Via Crispi n.1e – 86100, Campobasso, Italy

### Role

* Cooperation and support in the management of European tenders (European planning projects)
* Scouting and analysis of European funding opportunities
* Social media management of the Adriatic Ionian Euroregion and promotion of projects and activities related to international cooperation
* Creation of a community of young people from the Adriatic Ionian area in order to create a network of contacts capable of increasing awareness of European themes among young people
* Creation of newsletters to promote Euroregion activities through the Mailchimp platform
* Management of several European projects (Youth4Cohesion funded by DG Regio for the new European cohesion policy; Ainurecc Plus Initiative, E-citijens) through networking activities with international stakeholders and project partners
* Support for the reporting of various European projects
* Organization of online and face-to-face events

**24/06/2020– 24/09/2020** -**TRANSLATOR AND CHINESE SPEAKER (INTERNSHIP)**

**GaoTek Inc. Company**

### Role

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| * Translation of English documents into Chinese and vice versa
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**28/10/2019– 12/03/2020 – HOTEL RECEPTIONIST, London, United Kingdom**

### Moxy Hotel Stratford

### Role

* Front Office activities: customer reception, check-in, check-out and accommodation in the rooms
* Back Office activities: processing of end shift cash up, issuing invoices, refunds and payments, handling of calls, emails, reservations, hand out room keys, control and release safety deposit
* Use of Opera system

**28/05/2017– 24/09/2017 – HOSTEL RECEPTIONIST, London, United Kingdom**

### Saint James Backpackers, 21-23 Longridge Road, London

### Role

* Front Office activities and Back Office activities
* Use of booking websites such as Booking.com, Airbnb, Agoda, Hostelworld and Expedia
* Improvement of the use of English language related to Tourism

# Languages

**Languages:** ITALIAN: native speaker, ENGLISH: fluent, FRENCH and MANDARIN CHINESE: good, SPANISH: basic

**Skills**

* Good knowledge of the export dynamics of agri-food and wine products in the USA
* Strong aptitude for international business development with excellent ability to identify new business opportunities to achieve corporate growth objectives
* Excellent ability to manage potential and established customers, increasing market penetration
* Good decision-making, organizational and problem-solving skills
* Proactivity and flexibility

# IT Skills

* Good knowledge of Office Package (Word, PowerPoint and Excel).
* Good knowledge of CAT tools for translations (Smartcat, Wordfast Anywhere, OmegaT)
* Good knowledge of e-mail marketing tools such as Mailchimp and excellent knowledge of social platforms (Linkedin, Facebook, Instagram, Twitter)
* Basic knowledge of applications for photos editing (Lightroom) and for creation of videos (Windows Movie maker).

# Additional Information

Extracurricular experiences:

* Management of projects during the Master’s Degree 2020- 2021 (Luiss Future Makers, Grow, Airc, Digital Media Pro)
* Part-time office assistant at University of Macerata (09/09/2019– 18/10/2019)
* Hostess and Promoter (11/2017– 24/10/2019)
* English teacher assistant (Stage promoted by Linguistic High School I.I.S.S. Pertini, Campobasso) on 16/03/2015 – 20/03/2015)

Courses and Certifications:

* Online course ‘’Export tips’’ and ‘’E-pills e-commerce’’, promoted by ICE Italian Trade & Investment Agency (in 2020)
* Online course of Web Marketing Strategies and analysis of companies promotion abroad (in 2020)
* Online course of Practices and techniques of Export strategies promoted by ICE Italian Trade & Investment Agency (in 2021)
* Online course of FOREIGN EXCHANGE MARKETS: CONCEPTS, INSTRUMENTS, RISKS (in 2020)
* International business management course promoted by Marginal Revolution University (in 2020)
* Online course of International Business I and II, promoted by Coursera (in 2020)
* Course of Mandarin Chinese Intermediate level promoted by Confucius Institute of Macerata (in 2019)
* Google Digital Training Certificate 08-07-2021
* Chinese Certification HSK4, level B2 (in 2019)
* English Certification IELTS, level B2 (in 2019)
* Courses and certifications of: [‘’Service that sells'' ; ''Guest service'' ; ''The Receptionist''; promoted by Moxy Hotel Stratford through Flow Hospitality Training Ltd platform (in 2019)](https://www.linkedin.com/company/flow-hospitality-training-ltd/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BHNK3nZTAQEm0yP5gmUjxSA%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-background_details_certification)
* [French Certification DELF, level B2 (in 2015)](https://www.linkedin.com/company/flow-hospitality-training-ltd/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BHNK3nZTAQEm0yP5gmUjxSA%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-background_details_certification)
* [Spanish Certification Cervantes DELE, level B2 (in 2015)](https://www.linkedin.com/company/flow-hospitality-training-ltd/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BHNK3nZTAQEm0yP5gmUjxSA%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-background_details_certification)
* [Attendance certificate for the first aid course released by the Italian Red Cross on 07/10/2014](https://www.linkedin.com/company/flow-hospitality-training-ltd/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BHNK3nZTAQEm0yP5gmUjxSA%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-background_details_certification)

Summer School and international experiences:

* Participation to the AUPAIR Project in Birmingham from 17/06/2019 to 12/08/2019
* Participation to the projects ‘’ERASMUS BUDDY’’ and ‘’TANDEM’’ promoted by University of Macerata in order to create relationships between Erasmus students and Italian ones
* Participation to a Spanish course in Barcelona (from 02/02/2015 to 06/02/2015)
* Participation to a three-weeks language course in London promoted by ‘’British School’’ (in 2015)