

Cv - Angela Diana -
Last name: Diana
Name: Angela
Sex: female
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Citizenship: Italian

Personal skills

Degree in Tourism Management and Master in E-commerce & Digital Marketing, I have acquired the knowledge of fundamental marketing strategies and communication. I'm open mind and collaborative person, passionate about travelling and meeting people from all over the world. I have proven sales experience within travel industry, knowledge gained from Msc cruise tour operator and strong call centre background with excellent negotiation skills experience. Excellent interpersonal skills, so as to be able to deal with a variety of stakeholders, strongly oriented for sales and customer service target driven. Keen and willing to learn, predisposition to relate with other colleagues and build customers loyalty. Deeply oriented to pursuit and reach annual targets planned by the company. Ambitious sales with the ability to think on my feet, multi-task and prioritise workload. Capable of working alone as well as part of a team. Ability to work under pressure, and possess outstanding organization skills.

Education

2013/ 2014

Masters in E-Commerce & Digital Marketing schools "Il Sole 24 Ore"

The master had the objective of analyzing the integration of e-business with the traditional sales channel, presenting all the opportunities and advantages of online business.

Other objectives were the changes in the context of the traditional levers of marketing and buying behavior of the consumer, an increasingly important role of the web, and all the news of conversational marketing. Much space was devoted to social media and the new trend of the socialization of media, social tv, and mobile marketing now essential to strengthen the brand's presence on the network, to improve the web reputation, and create engagement with the customer.

2009/2010

English language course at International House London UK (Certificate level B2)

I lived for five months in London, where I studied English at the International House.

During this period I had the opportunity to meet so many different people from all over the world, It was an incredible experience that I recommend to everybody to do it.

04/2008

Master of Science in Management of Tourism Enterprises -

At University Parthenope, Naples, Italy with final mark of 108/110 ; Thesis in italian tourism legislation, entitled "The responsibilities of local authorities in the field of tourism."

2007 Advanced Training Course in Tourism Marketing -

Promoted by the Ministry of Economic Development, held by PromuovItalia Srl in collaboration with the University of Naples Parthenope .

2006 Bachelor in Tourism, business and administration

At University Parthenope; Naples, Italy. Thesis in Business Administration , entitled "The Information System in support of inter-organizational relationships in the case Interview Holiday In.

Employment records

01/11/2015 - 01/04/2016 - Free Services - E-commerce specialist.

I followed the whole process of development of the online shop, the most suitable choice of software (Prestashop) company to its installation and implementation. I personally created the product categories, product listings and content values. It was my job to check the operation of the site, the status of orders and purchasing processes. Also I coordinated and I ran directly to the customer care services: Customer management in connection with information on orders / returns / shipments.

01/2014 - 10 / 2015- Nanook Travel Agency

I took care of the sales management and consulting travel and vacations.

10/06/2010 -12/10/2013 MSC Cruises - Reservation Agent & Customer service specialist-

At first I worked in the direct sales at the booking, the work was done primarily through inbound/outbound telephone contact with the preparation of quote travel package through the management system Dts and Amadeus booking flights. The direct sales process has allowed me to have interaction with the different business areas of Italy. The experience at booking was for me a great personal and professional training process, enriching my skills of team-working and to work under pressure with large workloads. Thanks to this experience, I have gained a deep understanding of the product, which allowed me to move in B2C and Customer service department. The department carries out various activities such as direct sales, direct promotion, customer care. The core activity was to manage all request by our website, where we could establish a relationship with the end customer that very often was translated into sales. During this time I have developed a strong customer focus, good influencing skills, well-organised and able to work under pressure.

April / June 2009 - Grimaldi Lines -Internship at Booking -

I had the opportunity to learn the procedure of the tour operator and ferries. I worked at booking like reservation agent, formed by ship more hotel bookings.

July / November 2008

University of Naples Parthenope -

Collaboration with the Department of legal and economic in particular where I worked on the management of the department.

July / November 2007

Terme di Agnano Spa- Internship at Marketing department-

I've participated in the implementation of the marketing plan for the year 2008, and the creation of new products. May 2006

Computer Skills

Excellent knowledge of systems: Siebel, Genius, Datatrans, Outlook, Windows 8 Professional, Office suite, Internet Explorer.

"In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document."

Angela Diana