

Roberta Palladini



Date of birth 3rd May 1989
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EDUCATION

October 2011 – December 2013

Master Degree in Linguistic Science for International Management at Università Cattolica del Sacro Cuore, Milan, Italy
Major in **International Management**, languages studied English and Chinese
Thesis: “Country culture and business communication in China: the case study Tangla Hotels”
Final grades: **110/110 with Merit**

September 2008 – September 2011

Bachelor Degree in Linguistic Science at Università Cattolica del Sacro Cuore, Milan, Italy
Major in **Expert in Languages and International Relations**, languages studied English and Chinese
Thesis: “Khomeyni and the media in the Islamic Revolution”
Final grades: **110/110 with Merit**

September 2003 – June 2008

Scientific High School Graduation at Liceo Scientifico Statale Vittorio Veneto, Milan, Italy
Major in **Bilinguism**, languages studied English and French
Final grades: **97/100**

EMPLOYMENT HISTORY

May 2017 – today

Massimo Bonini Sas, Milan, Italy

International Key Account - Luxury Shoes and Accessories (N°21, MSGM, Yeezy, Roberto Cavalli, Marco de Vincenzo, DelPozo, Les Petits Joueurs, Castaner, etc.)

Main responsibilities: manage the key clients of the showroom worldwide (department stores, online pure players..); develop ad hoc strategies in cooperation with the WW Sales and Marketing Director; project and develop dedicated spaces, corners, Pop Ups with key customers for specific projects and brands; establish and develop productive and enduring relationships with the clients as well as with each brand; budget planning for the assigned customers and brands; increase and develop brand's sales volume; manage the distribution of three brands; store and market visits; manage the back office team in order to facilitate the job of all the sales accounts.

May 2014 – April 2017

Massimo Bonini Sas, Milan, Italy

International Sales Account - Luxury Shoes and Accessories

Main responsibilities: manage the B2B sales process by prospecting, scheduling appointments, making presentations, closing sales; manage and develop my client portfolio focusing on the Asia/Far East market; build strong relationships with retailers in order to strengthen brand presence and build successful projects; communicate and present to buyers brand values and positioning together with collections highlights; manage the brands MSGM and N°21; develop the sales plan of these brands by evaluating business growth opportunities considering current and potential clients and markets; collect and manage orders in cooperation with the customer service department; establish strong relationships with the manufacturing companies.

January 2014 – April 2014

Massimo Bonini Sas, Milan, Italy

Worldwide Sales and Marketing Director Assistant (Internship)

September 2012 – December 2012

Catherine Colin (Beijing) Hair & Beauty Salon Ltd., Beijing, China

Event Organizer and Marketing Specialist (Internship)

November 2011

Confucius Institute of Università Cattolica del Sacro Cuore, Milan, Italy

Collaborator during the organizational and development phase of the *2011 World University Confucius Institute Forum*

LANGUAGE KNOWLEDGE

Italian: Mother Tongue

English: Advanced

June 2007: **FIRST (B2)** issued by the British Council

June 2008 – December 2013: English language studies at Università Cattolica del Sacro Cuore, Milan, Italy

French: Advanced

February 2011: **DELFB (B2)** issued by the Centre Culturel Français

September 2010 – February 2011: French language classes at Università Cattolica del Sacro Cuore, Milan, Italy

Chinese: Upper Intermediate

March 2013: **HSK 5 (C1)** issued by Hanban/Confucius Institute Headquarters

January 2013: Certification of Chinese language, issued by **Beijing Language and Culture University**, Beijing, China

April 2010: HSK 3 (B1) issued by Hanban/Confucius Institute Headquarters

February 2010: Certification of Chinese language, issued by **Shanghai International Studies University**, Shanghai, China

September 2008 – December 2013: Chinese language studies at Università Cattolica del Sacro Cuore, Milan, Italy

INFORMATION TECHNOLOGIES CAPABILITIES

January 2008: **ECDL** (European Computer Driving Licence)

Good knowledge of MS Office Package (Excel, Powerpoint..) and Apple iWork tools (Numbers, Keynote..), the Web, Social Networks

OTHER ACTIVITIES

Voluntary work:

From 2004 to date at the parish center **Oratorio San Luigi di Bareggio (Mi), Italy**. Among the main responsibilities: teenager educator, event organizer, entertainer and coordinator in summer camps.

In summer 2010 voluntary activities at the **Catholic Mission in Djalingo, Garoua, Cameroon**.

From 2006 to 2009, in summer, entertainer and collaborator in the orphanages and on the streets of **Bucarest and Matasari, Romania** during the summer camp “Fuori le Mura” of the association **Papa Giovanni XXIII**.

OTHER INFORMATION

September 2012 – January 2013

Studying and working in Beijing, China

January 2010 – February 2010

Studying in Shanghai, China

Driving Licence type B

Available to business trips in Italy and abroad

I give the authorization to use my personal data according to the Italian law “Dlgs. 196/2003”.

Roberta Palladini