

Federica Plaja



PERSONAL INFORMATION

Born in Rome on October 12th 1989 - Via della Balduina 250 - Roma, 00136
T +39 3939625246 - E federica.plaja@gmail.com - LinkedIn www.linkedin.com/in/federica-plaja

WORK EXPERIENCE

Jan 2016 – Today
Charleston, USA

Import Bids Assistant Manager and B2B Marketing Specialist
Mediterranean Shipping Company USA

- Managing and organizing the Import Bid department work load
- Business and Pricing analyst – Analysis of the market, competitors and rates
- Bids Preparation – Creation of Economic Offer and Response Letter
- B2B Marketing - Relationship with Customers, Trade managers and Sales to increase the demand with supply chain partners
- Negotiation meeting/conference calls with clients and Sale managers aimed at increasing the demand of the service/product
- Trade and commodity specialist: Far East, Europe, Latin America, Middle East, Africa, Oceania, Greece and Turkey, India, Red Sea

Service Contract and Transportation Management System Specialist

- Creation of Contracts - process agreements for our key accounts and NVOCC's.
- Ensured all documents were available before processing a contract (Rule 24, Bond, POA, Insurance)
- Creation of the signature pages and ensured rates are filed accordingly with the Federal Maritime Commission.
- Ensured all BL's had the correct rates before sailing - reviewed daily compliance reports and weekly audits, researching non-compliance issues

Sept 2013 – Dec 2015
Rome

Sales and Marketing Manager
British School Roma Centro

- Organization, Management and Sale of language training abroad
- Definition of Marketing and Communication Strategy
- Customer Value Maximization: Interpersonal relationships with foreign suppliers and with different kinds of customers
- Collaboration with Public and Private Organisations, International and Italian companies
- Acquisition of new customers with the participation to Public Tenders
- Participation in European Projects – Direct Marketing to find new collaboration

Feb 2013 – Ago 2013
Rome

Web & Digital Marketing Support
Italian in Italy Association

- Web Sites and Content Management System, Web writing, Web Design & Usability
- Marketing and Communication Strategy: Email Marketing, Online Advertising

Sep 2012 – Jan 2013
Dublin

Support Logistic Manager – Internship
Bulgari Ireland Ltd

- Alongside the Logistic Project Manager, Declan Gormally
- Analysis of Cost, Joining call conference and Business Meetings
- Acquisition of the basic elements of SAP program

EDUCATION

Sep 2011 – Nov 2013
Rome

Università degli studi Tor Vergata, 110 cum laude
MSc in Business Administration – the entire course has been carried out in English
Thesis: "Women's generational change: 4 cases"

Sep 2010 – Jan 2011
Lisbon

Universidade Nova de Lisboa
Erasmus Program

Sep 2008 – Mar 2012 **Università degli studi Roma Tre**
Rome **Bachelor Degree in Business Economics - Thesis: "Stock Management Techniques"**

Sep 2003 – Jul 2008 **Liceo Scientifico "Taletè"**
Rome **High School Scientific-Linguistic**

LANGUAGE SKILLS

Italian *Mother Tongue*

English *C2 - Advanced*

(FIRST Certificate - Cambridge Examination)

Spanish *A2 – Elementary level*

French *B2 – Intermediate*

(DELFB2 - Diplôme d'Études en Langue Française)

TRAININGS/AWARDS

Sep - Oct 2018 **Professional Training Course in Web & Social Media Marketing – Adecco Training**
Rome Web Sites and Content Management System (CMS), Web Design & Usability, Web Writing, Search Engine Optimizations (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Mobile Marketing, Email Marketing, Personal Branding, Online Advertising: Google Ads

Jul 2018 **MSC Award – BIDS best department of MSC USA 2018 (Charleston,USA)**

May 2018 **MSC Award – Employee of the month (Charleston,USA)**

Jan 2017 **MSC USA University**
Charleston,USA Mandatory training necessary to be promoted. Learned different aspects of the Shipping Industry and challenged my-self under pressure and very tight deadlines. Group project, individual speech, public speaking, everyday challenges.

Oct - Dec 2016 **VBA Excel Course**
Charleston,USA Learned the basic function of Visual Basic Applications – Excel Macros

COMPUTER SKILLS

- Excellent Windows and Office knowledge (excel, outlook, power point, word)
- Good knowledge of WordPress, Web Writing, SEO e SEM, Social Media tools
- Basic Knowledge of VBA (Visual Basic for Applications), SAP, Minitab and Hugin

PERSONAL SKILLS

- Excellent team player
- Very good at organizing, planning and communicating
- Problem solver, Decision making
- Very good at adapting to new environments
- Dynamic and flexible
- Multi-tasking
- People-person
- Ability to prioritize

OTHER ACTIVITIES

Sept 2014 **Study Travel Workshop (London)**

Nov 2013 **ICEF Workshop (Berlin)**

Jun 2003/04/05/06 **Summer Study Abroad**
England/Ireland London at London School of Business and Finance; Dublin at International House; Oxford at Eckersley School; Galway at Galway Business School

PERSONAL INTERESTS

Travelling and learning about new cultures, planning and organizing events, practicing volleyball, go to the cinema, theatre and museum, listening to music, reading novels.