

Elettra Uboldi

Curriculum Vitae

PERSONAL INFORMATION

Date of birth: 19/10/1993
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WORK EXPERIENCE

(January 2018 - July 2018)

Internship in Marketing Strategy at Fitch (Hong Kong)

Omnichannel strategy for Bulgari China: coordination of the website content innovation, creation of e-commerce, online sales analysis.

Market research for Jeju Dream Tower casino: destination and facilities branding, Jeju Dream Tower naming.

MXP communication system: online and offline market research and enhancement for Livat Shanghai mall

(January 2017 - December 2017)

Employee in the commercial field at Basco s.r.l (Olgiate Comasco, CO)

Market analysis in the purchase department, new market research, company image development through the web

(October 2016 - January 2017)

Internship in the purchase department at Basco s.r.l. (Olgiate Comasco, CO)

Purchase management in the transport field, communication with the suppliers, commercial negotiations

(July - August 2014)

Experience of au pair girl in New Canaan, United States, English language

(June - August 2011)

Experience of au pair girl in Neuchâtel, Switzerland, French language

EDUCATION AND TRAINING

(September 2015 -August 2016)

Master of Science in Marketing Management

University of Aberdeen, UK

(September 2012 -July 2015)

Bachelor Degree in Economics and Business Management with specialisation in Marketing

Università Cattolica del Sacro Cuore, Milan, Italy

(September 2007 - July 2012)

High School Liceo Scientifico G. Terragni, Olgiate

Comasco (Como), Italy

Scientific diploma with specialisation in foreign languages

**PERSONAL SKILLS AND
COMPETENCIES**

MOTHER TONGUE	ITALIAN
OTHER LANGUAGES	ENGLISH
LEVEL	B2 (First Certificate Expert, University of Cambridge, 2011)
	B2 (IELTS, 2015), level 6.5
	FRENCH
LEVEL	B2 (Delf B2 Commission Nationale CIEP, 2011)
	GERMAN
LEVEL	B1 (Zertifikat Deutsch B1 Goethe Institut, 2012)
EXPERIENCES ABROAD	<ul style="list-style-type: none">- Regular lessons in French language, Lycée Jean Piaget, Neuchâtel (Switzerland), June 2010- English course "English language training programme", Twin English Centre, Eastbourne (England), 12 July - 31 July 2009- French course, "Cours de français", Lycée Jean Piaget, Neuchâtel (Switzerland), July 2008 and July 2007
SOCIAL SKILLS AND COMPETENCIES	Good ability for team group and for working also in a multicultural context thanks to international group projects during the MSc in Marketing Management.
ORGANISATIONAL SKILLS AND COMPETENCIES	Attitude for activities organisation and planning, developed thanks also to the voluntary experience by <i>Finis Agrorum</i> , a cultural association-collaboration to the event organisation and fund-raising activities.
OTHER INTERESTS	Playing the piano, jogging, swimming, cooking
DRIVING LICENCE	Driving Licence B
ADDITIONAL INFORMATION	During High School I took part in different artistic activities : <ul style="list-style-type: none">- Musical "Mamma Mia" in English language, June 2009- Cultural exchange with High School of Budapest in the school year 2010/2011- Background actor in the movie "Europe Raiders", September 2016
OTHER RECOGNITIONS	Two piano awards during the National Competition of Chamber Music, "City of San Severino Marche", May 2007