

Professional experience

Curriculum Vitae Simona Ceraulo

Personal information

Company	Fantasy Centro Ave P.A.F.O.M. (Production and sale of textile products for early childhood) General Director - Sept 2015 – June 2020
Focus	definition of corporate objectives and strategies / definition of internal policies / budget and account management / management of 51 employees in 5 functional areas
Company	Fantasy Centro Ave P.A.F.O.M. (Production and sale of textile products for early childhood) Sales Manager and Marketing Director - Sept 2011 – June 2020
Focus	Definition of objectives, supervision, coaching / Selection of multi-firm and single-firm agents / definition and quantification of the potential market, market segmentation and evaluation of new opportunities and market shares / complex negotiations / Organization and supervision of customer service, customer care and after-sales assistance activities.
Company	Fantasy Centro Ave P.A.F.O.M. (Production and sale of textile products for early childhood) Sales Department Manager - Jan 2004 – Aug 2011
Focus	Coordination of customer service activities / Operational management of participation in trade fairs and company showroom
Company	Fantasy Centro Ave P.A.F.O.M. (Production and sale of textile products for early childhood) Commercial employee - Jan 1999 – Dec 2003
Focus	Customer database management / customer orders management in Italy and abroad
Company	Fantasy Centro Ave P.A.F.O.M. (Production and sale of textile products for early childhood) Administrative employee - Nov 1997 – Dec 1998
Focus	Administrative archive management / Secretarial functions
Self-employment	Tutoring (Italian, Math and Latin) - July 1987 - Jun 2007

Education and training

2021/22 – Second year of an Ordinary doctorate in Economics and Management
«Strategic implications of a purposful business»
Sophia University - PdD supervisor: prof. Maria Gabriella Baldarelli, prof. Marco Furlotti, prof. Giampietro Parolin

2020/21 – First year of an Ordinary doctorate in Economics and Management
«Strategic implications of a purposful business»
Sophia University - PdD supervisor: Maria Gabriella Baldarelli

1997 - Degree in Business and Economics (Business Economics and Marketing)
Degree Thesis in Statistics: "Customer satisfaction assessment through comparative methods" (108/110)
Catholic University of the Sacred Heart, Milan

1990 – High School Diploma - Classical Lyceum (45/60)

Languages

English

Comprehension		Speaking		Writing	
Listening	Reading	Oral interaction	Oral production		
Good	Good	Good	Good		Good

German

	Basic		Intermediate		Basic		Basic		Basic
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Further information

Naturally outgoing, cheerful, positive, empathetic, prosocial; excellent teamwork.
Public relations management skills.
Problem solving and decision-making skills.
Ability to organize work independently, orientation towards objectives and results.
Excellent knowledge of the Office Suite.
Management software: Os1, Qlikview.