

SABRINA MANGIA

SALES & MARKETING DIRECTOR

◦ ◦

◦ SKILLS ◦

Strategic Sales & Marketing Planning

PR & Communication Skills

Budgeting & Forecasting

Digital Communications & Marketing

Customer Service

Contract Negotiation

Leadership

Ability to Work Under Pressure

Teamwork

◦ LANGUAGES ◦

English

Spanish

Italian

◦ HOBBIES ◦

A non-smoker, I enjoy travel, reading fantasy books and playing Beach Tennis.

👤 PROFILE

A dedicated and results-driven manager with a highly successful background in the achievement of profitable business growth through the creation and execution of successful marketing, communication & commercial strategies.

Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurised and challenging working environments.

Ambitious, with a clear vision of future objectives. I would like to find a position that will enable use strong Marketing/communication background, interpersonal skills and managerial abilities for achieving the company's goals in the best possible way.

🏢 EMPLOYMENT HISTORY

Sales & Marketing Director at Parco della Standiana Srl – Mirabilandia, Ravenna – Parques Reunidos Group, Madrid

September 2017 — Present

I am in charge of a team of 22 people as well of four external agencies: PR, creativity, media & social

My main responsibilities are:

- Media Plan, Sales & Marketing Budget, Communication, Advertising (online and offline), Digital, Events & PR Strategies, Sales & Revenue Management
- Partnership and/or Sponsors hunting & management (local, national and also Global for HQ)
- Brand Reputation and Customer satisfaction
- VIP/Influencer/Creator direct management
- Daily Relationship with Headquarter (English 1st language)

I'm part of Mirabilandia's committee board and I also hold the position of Duty Manager in some opening days of the park.

I'm also part of the Global Marketing Directors Committee at Parques Reunidos.

Marketing & Communication Manager at Parco della Standiana Srl – Mirabilandia , Ravenna

November 2010 — August 2017

Event Promotion Manager at Infront Motor Sports Organisation S.R.L., Roma

June 2002 — June 2010

Superbike World Championship

In charge of the promotion and organization of all Superbike World Championship Rounds + Rider's managements for all PR activities

Previous years in Infront Motor Sports:

6th, 7th & 8th year: Event Promotion Manager

5th year: World SBK Organization Manager

4th year: World SBK Junior Organization Manager & Project Leader of the SBK Marketing Game: "Get Real! with SBK"

2nd & 3rd year: World SBK Organization & Sports Office Specialist

1st year: World SBK Sports Office Specialist

Student Brand Manager for Lynx at THE MARKETING COMPANY Ltd, Brighton, UK

October 2001 — February 2002

My most important tasks were to: run promotions and publicity campaigns inside the University of Brighton and Campus, undertake qualitative research, organise the final promotional event at Brighton and give general feedback on realistic opportunities for brand development.

Marketing Director Assistant at ARTTIC ITALY, Ivrea (To), Italy

June 2001 — September 2001

This experience has also been the core of my Degree Dissertation at Brighton University.

Salesperson at EUROP ASSISTANCE - Turin, Italy

May 2000 – September 2000

Intership at SALVATORE FERRAGAMO SPA - Milan - Italy

September 1999 - December 1999

Employed in the PR (Public Relation) Office for a placement.

Main tasks: organise events, write press releases, provide information and company news to all Ferragamo's PR offices around the world and monitor PR budget.



EDUCATION

BA (HONS) BUSINESS ADMINISTRATION TOP-UP DEGREE" with specialisation in "Marketing, University of Brighton (Business School), Brighton

September 2000 — April 2002

Grade: 2.1

Business Administration, Scuola di Amministrazione Aziendale, School of Management, Torino

September 1997 — April 2000

Grade: 109/110 with mention

Degree in International Business, Leeds Metropolitan University, Leeds

February 1999 — June 1999



REFERENCES

References available upon request