

Curriculum Vitae Europass	
Personal information	
Name / Surname	ALICE AIUDI
Address	
Telephone	
E-mail	
Citizenship	
Date of birth	
Sex	
Work experience	
Dates	August 2022
Occupation and position held	Intuitu personae assignement
Main activities and responsibilities	Translation (from IT to EN) and subsequent reprocessing of interviews conducted for a research project on the processes of internationalization of SMEs during COVID 19 pandemic.
Name and address of employer	Associate Professor Francioni Barbara – University of Urbino “Carlo Bo”.
Dates	From July 2021 to Jan 2022.
Occupation or position held	Logistics Expert
Main activities and responsibilities	<ul style="list-style-type: none"> • Contributed to the expansion of suppliers' pool; • Coordinated daily loading plans of the group companies; • Managed and monitored export transportation of the group; • Reached and exceeded monthly company's budget; • Promptly solved daily problems linked to expeditions.
Name and address of employer	System Group – Uniline s.r.l. – Piandimeleto (PU)
Type of business or sector	Logistics and transportation
Dates	From Nov 2020 to July 2021.
Occupation or position held	Export Manager
Main activities and responsibilities	<ul style="list-style-type: none"> • Performed commercial back office activities; • Managed the existing company's customer portfolio with main focus on some of the French Departments and Countries from DOM-TOM regions; • Processed commercial offers to quickly face customers' requests; • Developed and followed negotiations of important projects; • Placed sell orders on the management system; • Coordinated with production and logistics for the order fulfillment; • Followed and managed after-sales problems; • Reached and exceeded monthly company's budget.
Name and address of employer	System Group – Centraitubi s.p.a. – Lunano (PU)
Type of business or sector	Pipes and fittings producer as solutions for infrastructures, civil engineering, agriculture, and telecommunications
Dates	From July 2020 to Sept 2020.
Occupation or position held	Business Developer

Main activities and responsibilities	<ul style="list-style-type: none"> Analyzed the market with a view to a new product launch; Collected information to seek new prospective and potential Italian and International customers; Processed and implemented promotion and communication activities for Christmas 2020 campaign; Managed company Newsletter and follow up activities for existing campaigns; Monitored ongoing projects and developed new campaigns; Prepared commercial offers for the Italian and International market.
Name and address of employer	Stark s.r.l. – Cagli (PU)
Type of business or sector	Producer of architectural high luminosity image projectors and interactive systems for events.
Dates	From Feb 2016 to Feb 2017
Occupation or position held	Marketing and Communication intern and Receptionist
Main activities and responsibilities	<ul style="list-style-type: none"> Managed the hospitality and quality control of the hotel; Studied and analyzed Italian and foreign clientele and drafted editorial plans to be implemented on the main online platforms adopted by the company; Researched and contacted new commercial business partners (e.g. tour operators) to increment the potential market; Assisted the marketing and communication consultant in the creation of contents for the new web site, following the identification of some crucial keywords; Developed and promoted packages with the services of the hotel to attract new customers; Performed daily back office activities of the hotel structure.
Name and address of employer	Colleverde Country House – Urbino (PU)
Type of business or sector	Hotel accommodation

Further education	<ul style="list-style-type: none"> 07/2022 – HubSpot Academy Inbound Marketing certification 07/2022 : Udemy platform Master class Creative Problem solving and Decision making certification 03/2022 : 20 hours class – CLA Uniurb Writing for Academic Publications : An Introduction to English-Language Tools certification 06/2021 : 6 hours workshop – Centraltubi s.p.a. Course on Commercial Negotiation certification 03/2020 : Udemy platform Da 0 a Digital - Master class in Digital Marketing 2020 2019 : University of Urbino “Carlo Bo” PF24 certification for teaching in primary and secondary school : Psychology, Pedagogy, Didactic Ability, Philosophical Anthropology. 2019 : 30 hours course – University of Urbino “Carlo Bo” B1 level Spanish course
Education and training	
Dates	From Nov 2017 to Feb 2020
Title of qualification awarded	Master's Degree in International Communication for Business
Main subjects / occupational skills covered	<ul style="list-style-type: none"> Intercultural Communication ; Internationalization Strategies ; Marketing and Management for wine and food companies ; Intercultural Negotiation Processes ; <p>Thesis title: Preference between Local and Global Brands: A quantitative study in the Italian Food Sector.</p>
Organization providing education and training	University of Urbino “Carlo Bo”

Level in EQF or national classification	110/110 cum Laude
Dates	07/2019
Title of qualification awarded	Master course in Global Marketing, Communication and Made in Italy
Main subjects / occupational skills covered	<ul style="list-style-type: none"> • International Marketing ; • INCOTERMS ; • Internationalization strategies ; • Elaboration of a Project work through an international business plan for an Italian fashion firm.
Dates	From Oct 2013 to Nov 2017
Title or qualification awarded	Bachelor's Degree in Foreign Languages for Business
Main subjects / occupational skills covered	<ul style="list-style-type: none"> • B2B Business Management ; • Web Marketing and Internet Communication ; • International Marketing ; • Business Economics ; • History of Globalization Processes. <p>Thesis title: Impact of Web Marketing on a new accommodation facility model: the "Albergo Diffuso".</p>
Organization providing education and training	University of Urbino "Carlo Bo"
Level in EQF or national classification	110/110 cum Laude

Personal skills					
Mother tongue	Italian				
Foreign Languages					
Self-assessment	Understanding		Speaking		Writing
<i>European level (*)</i>	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	C1	C1	C1	C1	C1
German	B1	B1	A2	A2	B1
Spanish	B1	B1	A2	A2	B1
	(*) <u>Common European Framework of Reference for Languages</u>				
Organizational / managerial skills	<ul style="list-style-type: none"> • Successful team work abilities • Good autonomous projects management; • High levels of engagement and organization in projects; • Creative Problem solving skills. 				
Awards	Two scholarships won from an external institution as one of the best students in the Province of PU				

Study Interests	Always been interested in organizational business processes that can streamline the work in organizations. Studied and researched recent digital trends that help businesses in the improvement of online visibility and in the expansion of customers' base. Curious about internationalization processes and marketing strategies to develop new profitable business relationships.
Driving licence	B
Projects	<p>2022:</p> <ul style="list-style-type: none"> • Collaboration with "Misura i salotti" for the translation of catalogues in English and French; • Website project for "Experience Italy" touristic start-up – searched keywords, written the entire content of the website and followed the development of the project for experiential tourism in Italy.
Volunteer experiences	<ul style="list-style-type: none"> • From Jan 2022 to present: English teaching activities to young people; • From 2012 to 2016: Flyering activities for a non-profit organization to promote the local annual event "Scolpire in Piazza", a sculpture symposium, and welcoming activities for visitors and tourists during shows and galleries exposed; • From 2010 to 2015: Sales activities during the daily itinerant markets for the family stand; • From 2010 to present: Tutor and homework help for students in subjects: Italian, French and English, Marketing, Maths, History and Philosophy.
Attachments	<ul style="list-style-type: none"> • "Da 0 a Digital": master class certification • "Writing for Academic Publications: An Introduction to English-Language Tools" certification • Foreign languages self-assessment • Inbound Marketing certification • Commercial negotiation certification • Creative Problem solving and Decision making master class certification • Master's thesis abstract • Bachelor's Degree certification • Master's Degree certification • PF24 certification • Master course certification