

# KINZICA SORRENTI

## WORK BACKGROUND

### OFFICE ASSISTANT AND EDUCATION SPECIALIST

*Sant'Anna University | Apr 2019 - attuale*

Coordinator for Management training courses for top management executives of the regional health systems. My duties include ensuring contracts, managing relationships with suppliers, coordinating activities outside, contributing to education development, brainstorming, and helping with new initiatives and projects, managing budgets, and that all administrative guidelines are observed. Plus, my core responsibilities include maintaining positive and constructive relationships with participants, teachers, and regional stakeholders. I have assisted around 280 CEO and top management executives since 2019. The Sant'Anna Institute is ranked first in Italy, seventh in Europe, and fourteenth in the world (source: Times Higher Education Young University Rankings).

### DIGITAL PROJECT MANAGER

*Autorivari srl | Feb 2016 - Mar 2019*

As Head of the digital area, I led three people but at the same time, I also dealt operationally with social media, DEM, and social campaigns. I also worked as an Account Manager representing the point of connection between production and management, taking care of relationships with acquired customers, and presenting the company to potential customers.

In addition, for some clients, I coordinated the organization of social events, especially in London providing a welcoming environment for visitors, plan entertainment activities and manage all event's details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material.

### SOCIAL MEDIA STRATEGIST & EDITOR

*Fondazione Sistema Toscana | Lug 2012 - Dec 2015*

Member of the Social Media Team of the **Tuscany Tourism Board**. Head of the social strategy and main business profiles of Visit Tuscany (FB 482k - TW 20.8k - IG 110k), in English. I dealt with digital strategies, the organization of events with influencers, and social training projects with small and medium-sized businesses. The communication was mainly aimed at the foreign market, so generally, all the social media content was in English and SEO-friendly.

Skills: content management system, community management, tone of voice management, teamwork, ability to meet deadlines, Social Media Analytics, eye for new trends, SEO copywriting.

### MARKETING CONSULTANT

*Procopio srl (Gelateria De' Coltelli) | 2007-2017*

I started as an ice cream scooper while in university but in a few months, I was entrusted with more responsibilities. I supervised and trained the staff, organized the workflow, and managed the warehouse orders. After two years I was involved in strategic decisions and marketing management. Head of PR and social channels. We became one of the most famous and awarded Gelato shops in Italy. Thanks to this experience I learned to work under pressure and independently, starting to gain experience in resource management.

I hereby authorize the use of my personal data in accordance to the GDPR 679/16 - "European regulation on the protection of personal data"

## FUNDRAISING INTERN

*Experia SAS | 2007 - 2011*

Project Assistant for fundraising activities. Contacts with companies, presentation of visibility campaigns, contract withdrawal. Search for sponsors and collaboration for the organization of events. Examples: "Pisa Book Festival!", "Building the city of our children", "The future of water", "Mobilcity" and "Green City Energy 2011".

## ADMINISTRATIVE COLLABORATOR - INTERNSHIP

*University of Pisa | nov 2008 - feb 2009*

Faculty Administrative Assistant Internship in the Faculty of Agriculture, University of Pisa. My tasks included scheduling meetings, preparing and maintaining office records, reports, and correspondence pertaining to the professional(s)'s and/or management staff's area of responsibility. I was also responsible for the booth at the University Orientation Fair in Genoa and Pisa.

## EDUCATION

### MASTER DEGREE IN EDUCATION SCIENCES

*Università di Pisa, 2019-ongoing*

Subjects: English didactics, Cultural Anthropology and Education, Pedagogical Psychology, Art Education, General education and specific learning disability, Sociology of Education, Developmental psychology, Inclusive Educational Technology, Educational psychology, and inclusive education, Didactics of mathematics, 300 hours of teaching traineeship.

### MASTER DEGREE IN SYSTEM AND PROJECT OF COMMUNICATION - 110 E LODE / 110

*Università di Pisa, 2009-2011*

Subjects: Marketing and Advertising, Sociology and General Psychology and Communication, Law, Statistics, IT, Communication Plans, and Linguistics.

Tesi: "The beginnings of social media. Virality and emotional spread on the web. Background and case studies about Contemporary Business Communication".

### BACHELOR DEGREE IN PUBLIC, SOCIAL AND BUSINESS COMMUNICATION (SPECIALIZATION IN BUSINESS COMMUNICATION) - 108/110

*Università di Pisa, 2005-2009*

Subjects: Business Administration, Business Management, Business Ethics, English, Spanish, Sociology, Philosophy of Communication, Private Law, and Pedagogy.

Tesi: "The role of communication in crisis management."

### SCIENTIFIC MATURITY CERTIFICATE (UPPER SECONDARY SPECIALISED SCHOOL)

*Liceo Scientifico Filippo Buonarroti of Pisa, 2000-2004*

Subjects: Mathematics, Physics, Chemistry, Science, Literature, History, Philosophy, Computer Science, Art, English.

## ADDITIONAL EXPERIENCES

- Animal Shelter Volunteer (2020-ongoing)
- **TEDX Speaker at "TEDX LivornoWomen" event** (7th Dec 2019)
- **International volunteering project organized in Tanzania** by the Lunaria partner association "UVIKIUTA" on children's education and community development (Aug 2019)
- **TV guest Linea Verde Orizzonti (tourism TV show)** - Rai Uno "Pisa, city of miracles" (Feb 2016)
- **BTO Buy Tourism Online Educational teacher** "Traveling through photos" (Nov-Dec 2013)
- **BTO Buy Tourism Online Educational speaker** "Pinterest, Instagram, Flickr, Twitter e Facebook: Use of social media, social networks, and qualitative approaches as innovative ways to collect and enrich travel data" (Nov-Dec 2013)
- **Bloggng background in the Travel sector for 7 years**, my blog has been interviewed in the Falde Del Kilimanjaro TV show and I have collaborated with many (Mainly active from 2011-2018 - <https://blog.100days.it/>)
- **Backpacking trip for 2 months in India** (2011)
- Help desk and sighted guide for the blind - Fondazione Sistema Toscana (2007)
- **Lived in Canada for one year, traveling and studying English** (2004-2005)
- EF International Language Campus - English course in Torquay (2002)

## PROFESSIONAL SKILLS

Software: MS Office 365, Teams, Google Workspace, Mailchimp, MailUp, Canva, Basic InDesign, Excel, Sprout, Business Manager, Hootsuite, Search Engine Marketing, Toggl, Asana, Calendly, Webex, AI tools.

Skills: Empathy. Problem solving. Communication. Active listening. Patience. Tenacity. Adaptability.

Skills: email marketing, Project Management, Public Speaking, Digital Marketing, Social Media Marketing, Team leadership, Accounting, community management.

Languages: Italian Native, English C1, French A1 (actively studying), Spanish A2.

## CERTIFICATES

English IELTS certificate score 7.0 (Level C1)

English TOEFL certificate 263/300

HCCP (Hazard Analysis Critical Control Points, is a system that provides the framework for monitoring the total food system).

## OTHERS

EU/EFTA national

A (unrestricted) and B driving license