

# \* ALLEGRA MARIA SOLE PITTARELLI \*

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Age: 23

Status: single

Nationality: Italian



## EDUCATION

- 2006-2007 **INSEEC Business School (Institut des Hautes Etudes Economiques et Commerciales, Paris)**  
**Master's degree in Marketing, Communication and Commercial Strategies, specialized in International Marketing**  
↳ Final year project: Career Ready Box, with Microsoft
- June 2006 **ESG-CI Business School (Ecole Supérieure de Gestion et Commerce International, Paris)**  
**First year of masters in Marketing and Communication - Manager of Communication Diploma**  
↳ Dissertation: Web advertising development during the last ten years
- July 2004 **ESP Advertising School (Ecole Supérieure de Publicité, Paris)**  
**BTEC Higher National Diploma, specialized in Communication**  
  
Diploma in Advertising and Marketing Communications of the International Advertising Association (IAA)
- May 2001 **EABJM (Ecole Active Bilingue Jeannine Manuel, Paris)**  
**International Baccalaureate (A level)**  
  
Certificate of Visual Arts

## DEGREES

- Master's degree: **Studies: Marketing** in different sectors (sports, sensory, industries, nutrition, luxury, services, tourism, banks, strategies, merchandising, international markets, products launchings, budgets)
- First year of master **14,04/20 mark with honours 2.1 (27/226 of the class)**  
**Contents: Marketing** (CRM, distribution's networks, consumers behaviours), **Communication** (events, corporate, crisis, sponsoring, media planning, brands strategies, public relations), **Management, New Technologies** (e-business, multimedia), **Advertising Creation** (print, web), **Languages** (Italian, English)
- BTEC Higher National Diploma **12,42/20 mark**  
**Contents: Communication** (creation, strategies, studies), **Economy, Right, Professional Presentations, Languages** (Italian, English)

## WORK EXPERIENCE

- Apr. - Sept. 2007 **VEDIORBIS SEARCH (Neuilly sur Seine)**  
**Marketing & Communication Assistant**  
↳ Realization of invitations, brochures, mailings and e-mailings; events organization (professional breakfasts and « speed-recruitings »); Website and database updates; other works for Rugby/World Cup's sponsoring
- Sept. - Dec. 2005 **NATHAMATAM EVÉNEMENTS (Paris)**  
**Producing Assistant for the Union Financière de France and Wyeth laboratories**  
↳ Events realization; places locating; inscriptions; invitations and brochures creations
- January - March 2005 **DRAFT PARIS (Clichy)**  
**Assistant Project Manager for AGF Bank, Groupama Bank, the telephonic operator Cegetel, Fiat and on competitions**  
↳ Newsletters, folders and "pop-up" Internet creations; files elaboration
- Sept. - Dec. 2003 **MCCANN-ERICKSON PARIS (Levallois-Perret)**  
**Assistant Chief of Publicity for L'Oréal Paris (Cashmere Perfect, Volume Perfect, Féria...)**  
↳ Projects realization; competitors' analysis
- June - July 2003 **FCB FRANCE (Clichy)**  
**Producing Assistant for supermarkets Monoprix (Monop'Mania, M comme... Mode et Noël Cadeaux)**  
↳ Realization of brochures, shootings and castings; cuttings up creations
- Dec. 2002 - Feb. 2003 **LES 100 CIELS (Paris)**  
**Public Relations Assistant**  
↳ Press reviews realization; phoning

## LANGUAGES AND OTHERS SKILLS

- Italian Mother Tongue
- French Bilingual
- English Fluent (English summer courses to the English Language & Cultural Organisation, Rickmansworth, England) - TOEIC (780 points)
- Spanish Notions
- Computer knowledge: Word, Excel, Power Point, Internet, QuarkXpress, InDesign, Photoshop, Dreamweaver, Final Cut Pro, DHL, GesPub, File Maker Pro, Osmose.

## INTERESTS AND LEISURE ACTIVITIES

- ↳ Contemporary literature of Chile and poems (A. De Cespedes, M. Serrano, N. Hikmet, P. Neruda, J. Prévert)
- ↳ Travels in Central Europe, United States, Canada, Mexico, China and French West Indies
- ↳ Passionate for writing poems and drawing