

CURRICULUM VITAE



PERSONAL INFORMATION

Name

Rachel Standing

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Nationality

English

Date of Birth

24. 1 .1963

CAREER HISTORY

• Date (from - to)
Company

From September 2004 to present

"Michele Buniva" Secondary School, "Brignone" Middle School, San Secondo Middle School, The Maria Immacolata Institute, Alfa Romeo, Fiat, ITT Industries, Corcos, ZF Sachs, Stabilus, IFE (Istituto Formazione Per Estetiste), SKF Industries S.p.a. Casa di Arti e Mestiere, Turin University, Sestriere Council, Sestriere Tourist Office, Mind Performance.

Position
Main responsibilities

English teacher/Translator (self employed)

Teaching Designing and providing courses from elementary to advanced level. Providing tuition and exam practice for the British Institute certificates, Trinity exams, CAE, First Certificate, TOEFL, PET and Economics degree.

Translating Recent work includes translation and revision of book, "The Prodigious Memory" by Matteo Salvo, English course "Memo English" published by Gribaudo Editorial, scientific articles for Turin University and editorial and publicity material for Sestriere Council and Sestriere Tourist Office.

Photo Journalist

Corriere Sportivo
Replay Magazine, Pinerolo
Sports Journals

Graphic/Web Designer

siti web – www.englishprof.it site dedicated to English Pronunciation
www.photopro.it photographic portfolio
www.windshot.it Siberian Husky kennel
www.hyperbike.it mountain bike shop

Idealisation and creation of brochure and publicity campaign for 'Tipografia Alzani'

<p>Date Company</p> <p>Position Responsibilities</p>	<p>May 2002- May 2004 Inghams Hotelplan Ltd Travel Agency</p> <p>Tourist Guide Comprising four seasons at the resorts of Lake Maggiore, Sestriere and Lake Bolsena. Responsible for setting up new resorts at both Sestriere and Lake Bolsena. Duties included co-ordinating the airport and coach transport, liaising with hotel staff re booking requirements and travel/meal/accommodation arrangements, delivering guests to and from resort, settling guests in resort, welcome meetings, regular hotel visits to ensure wellbeing of guests, liaising with excursion/après ski suppliers, devising and guiding all excursions and après ski activities, sales and accounts.</p>
<p>Date Company</p> <p>Position Responsibilities</p>	<p>February 1999 – June 2001 Spring Recruitment / Adecco / Manpower National Health Service Eaton Smith Solicitors</p> <p>Personal Assistant/ Secretary Temporary contracts on behalf of several Leicester based agencies. Short term assignments include secretary to the Operations Director - Arnold Lodge (NHS Mental Health Medium Secure Unit), secretary - gynaecology dept, Leicester Hospital, Long term positions as follows:</p> <ul style="list-style-type: none"> - Jan 01 - May 01 - PA to Public Health Consultant @ Leicestershire Health - Nov 00 - Jan 01 - Secretary, Urology Department, Leicester General Hospital - May 00 - Nov 00 - PA to Director of Performance Review <ul style="list-style-type: none"> - PA to Deputy Director of Finance @ Leicestershire Health - Oct 99 - May 00 - PA to Locum Psychiatrist @ Leicestershire & Rutland - April 99 - July 99 - Team Secretary @ Community Mental Health Unit <p>PA/secretarial duties at Health for Leicestershire – Scheduling, preparing for and minuting meetings, liaising with Trusts, GP's, the University and internal staff (full use of Microsoft Outlook). Typing reports, memos agendas and minutes (Microsoft Word 97). Updating staff sickness and absence details (Excel). Producing overheads and presentations (Powerpoint).</p> <p>PA/secretarial support for Locum Forensic Psychiatrist - A six month assignment working for a newly formed Trust. Key role to provide personal, secretarial and admin support to Acting Lead Clinician, Dr Enda Hayden (in addition, support to the p/t Psychologist, CPN Manager and 5 CPNs). Specific responsibilities for setting up office systems, creating files and forms, organising Dr Hayden's diary, arranging CPA reviews, liaising with CPN's/social workers/GPs/Home Office etc. Typing up confidential material relating to patient referrals and ongoing psychiatric treatment. Creating slide presentations, teaching packs and posters.</p> <p>Legal Secretary, Eaton Smith Solicitors. Matrimonial department and Personal Injury.</p>
<p>Date Company</p> <p>Position Responsibilities</p>	<p>March 1996 – February 1999 Johnson Consultancy Ltd</p> <p>Create and manage media campaigns, target national, regional and specialist/trade press. Write press releases, articles and publicity material. Maintain strong media relations and actively pursue individual journalists in order to "sell stories". Organise and attend meetings/press conferences/public events. Set up venues, facilities and compile pre-publicity, media packs, programmes and advertising.</p> <p>Follow national and regional media in order to piggyback current issues. Initiate and pursue stories, events, sponsorships, and promotions etc. Manage all incoming media enquiries on both positive and potentially negative issues. Advise and brief clients on ongoing issues and handling of interviews/press calls/television documentaries. Monitor success of PR campaigns and report back to clients. Create picture ideas and brief photographers. Set up and maintain photo libraries.</p>
	<p>Main client - Harry Ramsden's plc - Handling national PR for the group (comprising 34 restaurants worldwide) -</p>

	<p>eg Expansions (eg William Jacksons contract, Butlins) Crisis management issues (eg BSE, accidents, closures) New concepts (eg Harry's Hut) 70th anniversary</p>
	<p>Specific responsibility for supporting the main Guiseley restaurant and Gateshead on all events publicity/awards/initiatives</p> <p>eg Launch of Opera and Chips Guinness Book of Records - biggest logo First drive thru Harry's Challenge champion</p>
	<p>Specific responsibility for Ramsden's 70th anniversary national brass band competition, including planning and executing its launch, compiling and distributing media packs, drafting and distributing all press releases, organising photographers (in-house and press/TV) for regional heats and finals. Attended events to co-ordinate hosts, sponsors and media.</p> <p>Specific responsibility for researching and organising annual Yorkshire Day event, including setting up and attending planning meetings, reporting on their costings (eg dancers/ donkeys). Liaised with the sponsors. Booked and briefed photographers.</p> <p>Other accounts and PR support included: William Jackson & Son plc, Renault Leicester, The Blake Group, Renault Leicester Riders, Stressline and When You Wish Upon A Star.</p>
<p>Date Company</p> <p>Position Responsibilities</p>	<p>1994 – 1996</p> <p>Gregory & Dench Ltd</p> <p>Gregory & Dench Ltd - Peugeot dealership Marketing Manager</p> <p>A new role in which I was responsible for creating its structure and direction. Maximise on all sales opportunities and maintain existing clients. Promote new launches, events, special servicing and valeting campaigns. Follow up customers re future purchase intentions. Contact Fleet and Small Business Users. Draft letters and mailshots. Set up and maintain a prospecting database.</p>
<p>Date Company</p> <p>Position Responsibilities</p>	<p>1991 – 1994</p> <p>Protemp & Profile</p> <p>Recruitment Consultant</p> <p>Interview and employ staff in areas of sales, secretarial and administration. Service existing clients and deal with temporary and permanent requirements. Contact local businesses and promote the company and existing staff base. Organise the temp plan. Calculate costings and service charges. Write and place adverts. Visit clients in order to secure business and assess staffing needs.</p>
<p>Date Company</p> <p>Position Responsibilities</p>	<p>1990 - 1991</p> <p>American TV station Delta Broadcasting Channel 19 Assistant Producer</p> <p>Initiate and design programmes and public service announcements. Script and design shoots. Organise outside broadcasts, crew and equipment. Plan and carry out camera work and conduct interviews on and off tape. Edit material and supply computer graphics. Write and carry out programme commentaries and voice-overs. Stand in as Floor Manager or Camera Operator in studio.</p>
<p>Date Company</p> <p>Position</p>	<p>1983 – 1990</p> <p>Bury Free Press Newark Advertiser Huddersfield Daily Examiner West Riding News Agency</p>

Responsibilities	<p>Photo-Journalist Take, develop and print photographs on a variety of assignments ranging from 'hard news' to New Year babies. Supply stories and captions. Initiate own story and photographic opportunities, especially during the 'silly season'. Assist with colour and monochrome print orders.</p>
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EDUCATION HISTORY

<ul style="list-style-type: none"> • Date • Educational Establishment Course • Qualification •level 	<p>1991 Delta University, Michigan, USA American Associates in Broadcasting</p>
<ul style="list-style-type: none"> • Date • Educational Establishment Course • Qualification 	<p>1985 Richmond College, Sheffield, England Journalism and photography Diploma NCTJ (National Council for the Training of Journalists) Specialisation Photo-Journalism</p>
<ul style="list-style-type: none"> • Date • Educational Establishment Course • Qualification 	<p>1984 University of Leeds, English and Inter-Arts degree</p>
<ul style="list-style-type: none"> • Date Educational Establishment Courses • Qualification 	<p>1976 - 1981 All Saints Comprehensive English Literature, English Language, Maths, History, Physics, Biology, Religion, French, Italian, British Politics and Government</p> <p>2 A levels English Literature (A), British Government and Politics (C) 9 O levels (including English and Maths) Italian (GCSE A*) Typing (RSA 111)</p>
<p>Courses frequented</p>	<p>PGCE Teaching Creativity in Public Relations Computer Aided Design Rapid Learning Techniques</p>
<p>Other capacities and competence</p>	<p>I consider myself to be an energetic and innovative individual who can excel in a variety of roles. I am a confident communicator with an investigative mind, a persistent, people orientated approach, strong organisational skills and a pragmatic approach to life.</p>
<p>References</p>	<p>On request</p>