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| Rossana Persolja | |
| Via San Daniele 16  34071 Cormons, (GO), Italia  Email. [rossanapersolja85@hotmail.com](mailto:rossanapersolja85@hotmail.com)  Skype. rossana.persolja | |
| Objective | |
| Communications Specialist with a 3-year experience in the field and proficient knowledge of English and Spanish (oral, written and translation), plus additional translation experience (4 years) of sensitive contents form English to Italian and vice-versa in different areas. Interested in free-lance opportunities as a translator. Strongly aware of the great responsibility of the translator strongly determined to become a valuable professional translator. Accurate, well - organized and reliable person, able to meet deadlines in a timely manner. Great relational, writing and editing skills, a flair for creative writing; outgoing personality; accustomed to fast-paced environments. | |
| Experience | |
| Image Building S.r.l., Milan, Italy | 2 November 2011 – 6 April 2012 |
| **Corporate & Financial Communications Specialist**  Responsibilities   * Advisory and customized services in all the main areas of communications within the agency’s IPO Business Unit; in detail media relations and financial press office activities and communications for clients of my business unit, among which YOOX.COM, Maire Tecnimont, Ferretti Yatch Group, Salvatore Ferragamo, Moncler. * Translation of corporate documents from English to Italian and vice versa. | |
| Publicis Consultants Italia, MSL Group, Milan Italy | 4 4 October 2010 – 4 October 2011 |
| **PR Account Junior**  Responsibilities   * Media and corporate relations for the companies in my portfolio (i.e. companies in the insurance, finance, real estate, luxury goods, private aviation and food & beverage industries, namely: *AXA Insurance Group, The Carlyle Group, NetJets Europe, Pastificio Giovanni Rana* and *Coca-Cola Italia*) within the agency’s Corporate & Finance BU. * Drafting, editing and supervision to pagination of newsletters. * Organization and participation to all institutional and community events (press conferences, openings) of *Pastificio Giovanni Rana* and *The Carlyle Group* * Translation of corporate documents and creative texts from English to Italian and vice versa. | |
| Lifonti & Company S.r.l., Milan Italy | 18 May 2009 – 30 September 2010 |
| **Press Officer**  Responsibilities   * Press review service and media and corporate relations with local and governmental institutions for companies belonging to the energy and renewables sector (*E.ON, TerniEnergia* and *BKW*) and to the world of banking & finance (*Deutsche Bank*). * Support to *E.ON’*s Internal Communications plan. * Translation of newspaper articles from foreign press (mainly English to Italian) regarding client interviews and operations.   **Education**  **Università Cattolica del Sacro Cuore di Milano**  November 2008 – September 2009  **Master’s Degree in Media Relations and Communications**   * Courses in press office activities, external and internal communication organization and management in different areas of communications (e.g. welfare, sports, consumer, services and goods, energy and utilities, entertainment and arts). * Project work with Telecom Italia Media, i.e. coordination and editing of contents for the company’s * Final dissertation: analysis on communications strategy for the release of new product by Italian coffee producer Illy.   **Università degli Studi di Udine**  September 2005 – November 2008  **Degree in Modern Languages and Civilizations**   * Course in General Linguistics; Major: English; Minor: Spanish * Final degree mark (ranging from 66 to 110): 110 (out of 110) with honors * Dissertation title: ‘Neutrality and Ideology in news reporting: a critical linguistic analysis.’ (written and discussed in English).   **Competences**  **Translation:** Areas of expertise**:** journalism (corporate/marketing/financial news releases and documents, company profiles, press kits, website contents, newsletters, newspaper articles and interviews, Q&A), scientific reviews, journals and articles on popular scientific magazines (i.e.'Focus'), politics and current affairs (newspapers articles and weekly news magazines such as 'Time', Newsweek,etc.), cooking and food&beverage (recipes, press releases on food&beverage products), turism&travel (press releases on travel itineraries, recommended destinations etc), environment & sustainability (press releases and publicity material on company's environmental and social commitment), real estate and private equity (press releases on acquisitions, agreements, m&a operations), literature (novels and literary reviews mainly), linguistics (theories and handbook extracts).  **Internal Communications:** drafting, editing and organization of internal communication texts (newsletter articles, announcements to employees, and stakeholders, support to planned special internal and community events), supervision of pagination of newsletters and website, organization of team building activities and events.  **External Communications:** press review service and monitoring drafting and editing of press materials (press releases, press kits, company profile), organization of press conferences and events (public and institutional), press lunches and meetings, external relations with media, institutions, and stakeholders, definition of strategy and actions for an effective communication plan (media list and contacts). Experience of issue management: monitoring and reporting (for leading industrial player of the manufacturing industry - name of the company cannot be mentioned due to undisclosure agreement with Client).  **Languages and Certificates**   * **ITALIAN:** native speaker * **ENGLISH:** fluent speaking and excellent reading & writing * **SPANISH:** fluent speaking and excellent reading & writing; Instituto Cervantes–DELE Intermedio-B2 * **GERMAN:** basic speaking, writing and reading; Goethe Institut-Zertifikat Deutsch-B1   **Personal Skills**   * Good knowledge of personal computer use and following software: Windows 98/2000/2007/XP/Vista/7, Mac OS, Office (Word, Power Point, Excel, Access), Adobe. Confident with Internet main browsers and new media and social networks, web search and digital PR. * Pro-active, self-motivated, goal-oriented, open-minded, responsible and reliableperson; multi-tasking, able to prioritize in order to meet department's goals in a timely manner; accustomed to fast paced environment and to working in groups; outgoing personality.   **Interests & hobbies**  Travelling, teaching languages, theatre, cinema, fine arts, cycling, walking**.** | |