

PERSONAL INFORMATION

Maria Pagliarulo



📍 Via Turi,30 56029 Santa Croce sull'Arno (PI) Italy

☎ +390571367654 📠 +393453394747

✉ mariapagliarulo@hotmail.it

📘 Facebook: Maria Pagliarulo

WhatsApp +393453394747

Sex F Date of birth 06/11/1997 Nationality Italian

JOB APPLIED FOR

Sales Manager

WORK EXPERIENCE

9 February-14 February
2015

"Sottovuoto Lovisi S.P.A" via Puglia, Santa Croce sull'Arno (PI)

- Marketing Assistant

EDUCATION AND TRAINING

2008-2011

Junior High School Diploma

Scuola Media"C.Banti"Santa Croce sull'Arno (PI)

2011-2016

High School Diploma

I.T. "C.Cattaneo" via Catena,3 56028 San Miniato (PI)

I attend the fifth and final year of I.T. "C.Cattaneo";

I attend the International Relations for Marketing course;

I study the following subjects:Economics, German, French, Law, Italian, English, Maths, International Relations for Marketing &History.

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B1	B1	B1	B1	B1
German	B1	B1	B1	B1	B1
French	A1	A1	A1	A1	A1

Communication skills I have good communication skills, thanks to the school projects I participated in, my work experience and my personality.

I have good organisational skills which I acquired thanks to the school projects I participated in. I organized the Cultural Exchange with The Netherlands and the Comenius Meeting in San Miniato in 2015 .

Computer skills Excellent knowledge of the main software applications such as: Power Point, Internet, Word, Excel and Publisher.

Other skills I am interested in reading, studying and working;
I am good at dealing with people and customers;
I am good at working in a team;
I have great experience at dealing with people and
I am good at making decisions.

Driving licence • AM

ADDITIONAL INFORMATION

Publications

Brochures:

- “Rights and Responsibilities of European Citizens” (2013)
- “Welcome to Versilia” (2014)
- “Take me Anywhere: Beyond European Borders” (2015)
- “San Miniato & its Legends” (2015)
- “San Miniato & its Corteo Storico” (2015)
- “Advantages and Disadvantages of Being European Citizens” (2015)

Posters

Presentations

Power Point Presentations and Videos:

- “German cuisine” (2013)
- “Vespa”(2013)
- “San Miniato & its Olive Oil” (2013)
- “Rights and Responsibilities of European Citizens” (2013)
- “Welcome to Versilia” (2014)
- “Take me Anywhere: Beyond European Borders” (2015)
- “San Miniato & its Legends” (2015)
- “San Miniato & its Corteo Storico” (2015)
- “Advantages and Disadvantages of Being European Citizens” (2015)
- “San Miniato” (2015)

Projects

- Hard Rock – Food Management (2016)
- “The Picture of Dorian Gray”, Oscar Wilde, Palketto Stage ,Viareggio (Lucca) (2013)
- Multilateral Comenius Project: “Citizens of Europe: Past, Present and Future” (2013-

2015)

- Comenius Meeting in Hennef, Germany (2013)
- Comenius Meeting in Italy (2015)
- Festa dei Diplomi (Staff Hostess) (2015)
- “Tour guide in San Miniato, Florence, Pisa, Viareggio, Pietrasanta and Lucca” (2015)
- “Expo 2015” (2015)
- Cultural Exchange with The Netherlands (2014-2015)
- “Pride and Prejudice”, Jane Austen, Palketto Stage, Viareggio (Lucca) (2016)
- Hard Rock Café-Food Management (2016)
- Festa dei Diplomi (Staff Hostess) (2016)

Conferences

- Lubec – Lucca (2013)
- Conference about Tourism - I.T. “Cattaneo” San Miniato (2015)
- Conference- Fondazione Cassa di Risparmio di San Miniato (2015)
- Conference- CARISMI -Cassa di Risparmio di San Miniato (2016)

References

Mr Alessandro Frosini
Principal
I.T. “Cattaneo”
via Catena, 3 56028
San Miniato (PI)

Mrs Maria Beatrice Bianucci
English Teacher
I.T. “Cattaneo”
via Catena, 3 56028
San Miniato (PI)

Annexes

Copies of my diplomas

Maria Pagliarulo
Via Turi 30
56029 Santa Croce Sull’Arno (Pisa)
E-mail: mariapagliarulo@hotmail.it

December 2nd, 2015

The Personal Director
Brian Brown
PO Box 265
London NW3 5HD
England

Dear Sir,

In response to your online advertisement in "Il Corriere della Sera" of November 20th, I would like to apply for the position of Marketing Manager.

As you can see from the enclosed CV, I got a diploma from I.T. "C.Cattaneo" in San Miniato.

My first post was with "Sottovuoto Lovisi", where I worked as a Marketing Assistant. This position enabled me to gain valuable experience in dealing with customers and in the use of modern office technology.

I can speak English fluently and I studied it for thirteen years at school. I also participated in the Exchange in the Netherlands in 2014 so I can speak English very well .I can also speak German and I participated in the "Comenius" project in Germany for a week. I can also speak French as I studied it for three years at school.

Please find closed a copy of my CV and copies of my school diplomas.

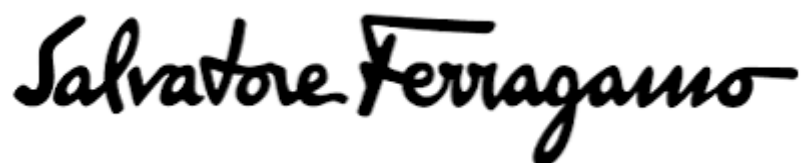
I am interested in this post because I need a new challenge in my career.

I hope my application will be considered favourably and I look forward to being invited to an interview.

Yours faithfully,
Maria Pagliarulo

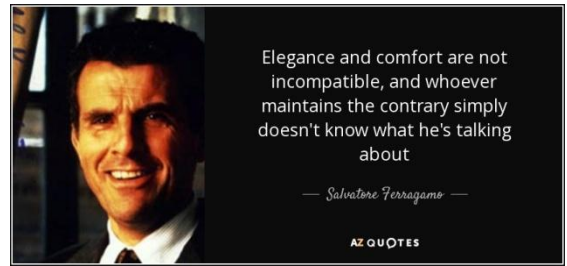
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SALVATORE FERRAGAMO

The image shows the signature logo for Salvatore Ferragamo, which is the name "Salvatore Ferragamo" written in a stylized, cursive script.

HISTORY

Salvatore Ferragamo has been an innovative company from the origins of the brand. Salvatore Ferragamo started designing shoes at age of 9. He studied Anatomy at the University of South California. From 1920 to 1960 Salvatore Ferragamo designed approximately 10,000 different types of shoes.

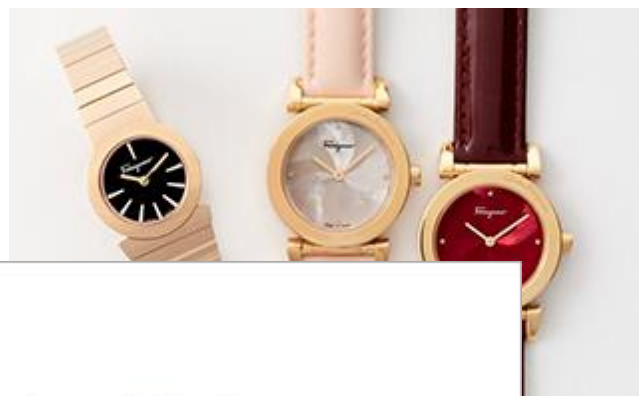


His most recent new product is a perfume for men. The advertisement describes the perfume as "A new fragrance created to celebrate a man's real essence with the truly authentic style of Salvatore Ferragamo." "Ferragamo Perfume" manages and supervises every stage, from new product strategy to commercialization . Through the sales network, the products reach 15,000 sales outlets worldwide including major airports. All of the brand's fragrances are manufactured in Italy.

Characteristics of the brand and the product

Salvatore Ferragamo S.P.A., founded in 1927, is the parent company of the Ferragamo Group, one of the major companies in the luxury goods industry, which focuses on the creation, manufacture and sale of footwear, leather goods, clothing, silk products, accessories, perfumes for men and women, eyewear and watches.

The exclusive design which has always distinguished this Group products is obtained by combining style, creativity and innovation with the quality and craftsmanship typical of Italian-made goods.



Salavtore Ferragamo and Gianni Bulgari have recently joined forces for their jewellery collection.

The brand also collaborated with Molteni & C., an Italian furniture company, to present the Arc table, a piece of furniture for everyday use. The table comes in different sizes and it is a soft table with a base made from a material composed of cement and organic fibre and an oval or round top in extra-light or smoked finish tempered glass. The innovative material used for the base, available in white or two shades of grey, lends itself to complex structures, is waterproof and combines elasticity and resistance with the very topical concepts of total recyclability and low environmental impact production.

Market Position

Despite being a luxury brand, it has acquired a good position in the national and international market.

The main factors that allowed its competitive position are :

- ✓ Association of elegance, craftsmanship, creativity and innovation to the brand;
- ✓ Worldwide brand recognition;
- ✓ Continuous search for quality;
- ✓ Consolidated distribution network, extensive and diversified on different channels.

Competitors

Its competitors are

- Armani
- Moschino
- Dolce e Gabbana
- Tod's

Distribution

The Ferragamo Group is present in over 90 countries all over the world. It is present in Italy and worldwide through companies, which enable it to cover the



European, American and Asian markets. It has 640 single-brand stores.

In particular, the Ferragamo Group is present through a network of directly operated "Salvatore Ferragamo" mono-brand stores (retail channel).

The wholesalers clients are:

1. Franchisees;
2. Stores inside airports,;
3. Department stores;
4. Specialist retailers.

Promotion

Sales promotion plays a positive role in the growth of Salvatore Ferragamo sales. "Ferragamo" is located in luxury department stores such as Neiman Marcus, Nordstrom and many more.

The sales representatives for Salvatore Ferragamo stores are well versed in every product in the store/ boutique. Like most luxury stores, Ferragamo 's sales presentation involves the buyer been encouraged to buy products.

Salvatore Ferragamo advertising comes in the form of niche media.

The most recent "celebrity" to campaign for the brand was Kate Moss. The brand focuses heavily on fashion .

Price

As all the products are luxurious items with excellent craftsmanship and innovative designs, the pricing has to be competitive because they target at a high-class elite area. The pricing policy of the brand depends on many factors.

Place

The store of Salvatore Ferragamo are located near important cities or near bars and coffee shops. The location of the stores is very important and influential and prominent areas are chosen so that customers can easily reach them

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Skilled workforce• Monetary assistance provided• Domestic market	<ul style="list-style-type: none">• Competitive market• High loan rates are possible• Future debt rating• Small business units
OPPORTUNITIES	TREATS

- Growing demand
- Growing economy
- New products and services

- Growing competition and lower profitability
- Technological problems
- Government regulation
- Increase in labour costs
- Financial capacity



A

Good morning Ladies and Gentlemen,

On behalf of **Sammontana**, we wish to welcome you to today's presentation of our new **Barattolino**'s flavours.

Barattolino Giandua and **Barattolino Mascarpone** are our latest products.



Barattolino Gianduia, with its beloved “gianduia” flavour, is made with cocoa hazelnut ice cream, stuffed with hazelnut praline and variegated with chocolate and hazelnuts. To make it even tastier, it’s covered with pieces of hazelnuts.



Barattolino Mascarponi is an explosion of pleasure, but at the same time it’s pleasant for the palate. It is creamy, soft and rich in flavour. It will be loved from the first spoonful!

Barattolino Sarmontana is a real myth for ice cream lovers of all ages. It was a real revolution, as it was the first ice cream in family pack, when the first refrigerators with freezer were used in Italian houses. It was a great innovation to delight our consumers’ palates! It is cheaper than the ice cream produced by competitors because it can be offered at the promotional price of 2.50 euros!

Well, we hope you enjoyed our presentation. On the desk, next to the door, you will find our brochures with all the ingredients and details of these two new products. Thank you very much for listening. Now, are there any questions?

Maria Pagliarulo
Eleonora Bini
Valentina Santarsiero

SEMPPLICITY IN THIS WONDERFUL GPS SMARTPHONE

- ❖ Size: 109·59·19 mm
- ❖ Weight: 145 g with battery

- ❖ Simple, high-tech, compact, precise, modern and light design

- ❖ 2-M pixel camera with automatic focus and flashlight



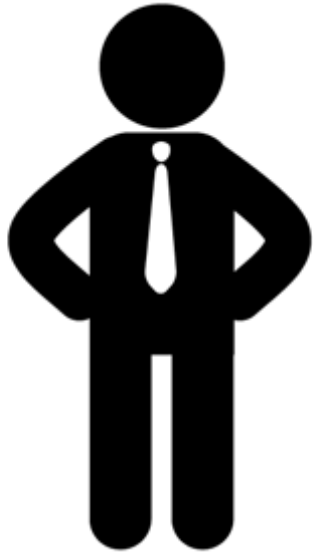
❖ Satellite GPS system



- ❖ Talk time: 4-5 hours
- ❖ Standby time: 150-200 hours
- ❖ Price range: € 590-€ 650

- ❖ Windows Mobile 5.0 Pocket PC Phone Edition
- ❖ Target market: business professionals.





Maria Pagliarulo
Eleonora Bini
Valentina Santarsiero



History

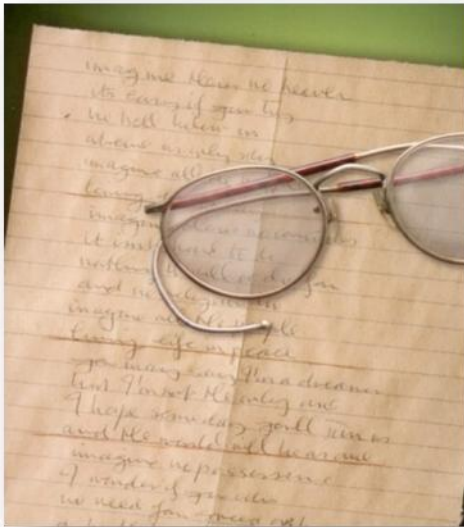
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect rock 'n' roll atmosphere. In 2007, Hard Rock was sold to the **Seminole Tribe of Florida** and nowadays its headquarters are in Orlando, Florida .There are 191 Hard Rock locations in 59 countries including 157 cafes, 22 hotels and 11 casinos.

HRC is famous for its collection of rock and roll memorabilia including famous singers' guitars, costumes from world tours and photographs. The collection began in 1979 with a guitar from Eric Clapton, who was a regular customer of the first restaurant in London. Clapton wanted to hang his guitar over his favourite stool in order to lay claim to that spot. Pete Townshend of "The Who" decided to give one of his guitars, as well and added the note: "Mine's as good as his! Love, Pete." The collection includes about 1,000 pieces, valued at \$40 million and is the largest collection of Rock and Roll memorabilia in the world .



Product

Hard Rock Cafe offers fresh, handmade, classic American food and drinks and high-quality branded products, which can be bought in the store inside the cafe. You can taste a large selection of starters, burgers with seasoned fries, smokehouse specialties, sandwiches and desserts.



The display of singers and bands' valuable rock and roll personal belongings is unique and its memorabilia collection provides the world's most complete "visual history" of rock 'n' roll. Here you can find guitars, posters, costumes, music and lyric sheets, albums, platinum and gold LPs and photos from J. Hendrix's Flying V guitar to John Lennon's handwritten lyrics of "Help".

Each **Hard Rock Cafe** has its own retail store called **The Rock Shop**. Rock Shops are specialty stores with rock 'n' roll-themed souvenirs including accessories, pins and glassware. Some of the most popular items are pins that are made in limited quantities and sold for a limited period of time. The classic white T- shirt with the Hard Rock logo has always been a big seller. The cafe location on the shirt adds an important feature and it is a important selling point.

HRC also runs **hotels** and **casinos**, which offer high-standard rooms, stores and a spa.

The reason for the success of this company has been its ability to keep customers interested. By following its own mission statement, "To spread the spirit of rock 'n' roll by creating experiences that rock ",the company understands who their target market is and how to keep them coming back. HRC provides its guests an authentic experience that "rocks" by events that meet a wide range of customers 'needs and expectations.

Its mottos are "Love all, serve all", "Take Time to be Kind", "All Is One" and "Save The Planet".

SWOT ANALYSIS

Strengths

This year HRC will celebrate its 45th anniversary. Its products are the life blood of the company. The company has a thousands of rock 'n' roll enthusiasts which purchase rock 'n' roll themed souvenirs and collect pins from each cafe they visit. The sale of these products is responsible for the global recognition of the brand all over the world. It offers a wide range of dishes, events and products. Besides HRC has an internationally recognized brand name and offers a unique atmosphere and experience .

Weaknesses

HRC had to close several American cafes due to a decrease in sales and a slumping domestic market.

In April 2008 Hard Rock Park theme park was opened in South Carolina. In September 2008 the theme park filed for bankruptcy and closed. This event cost 400 million dollars and damaged the Hard Rock brand.

Its competitors are other companies which offer the same goods and services and operating hours. Besides the company sells very expensive products due to its differentiation strategy.

Opportunities

HRC could offer a wider variety of dishes and add more customer-centric programmes to increase its customers' loyalty.

Threats

Online media and online ordering services are forcing people to avoid outdoor restaurants. The opening of new similar restaurants might cause a decrease in the existing market share.

Market segmentation

Hard Rock International produces different products for different population segments. The target market for cafes are tourists, families with and without children and upper and middle class people.

Souvenirs such as pins and glassware are marketed to collectors who are emotionally linked to the product and brand and ready to pay high prices for them. Pin enthusiasts have their own rewards program (The Pin Club), separate from HRI other frequent buyer program (The All Access Program). With the Pin Club Card, customers get 10% off every purchase and can purchase special pins before they arrive in stores.

Hard Rock LIVE! is another new product from HRI. Hard Rock LIVE are music venues where concerts are organized. The target market for this product changes depending on the artist or group playing at the venue.

Price

Hard Rock Cafe mainly focuses on the quality of its products and uses differentiation strategies to be competitive on the market. Its products are sometimes more expensive than similar products sold by its competitors but their quality is much better. Therefore customers develop loyalty to brand and this helps to beat competitors in the marketplace.

For instance in Florence they use “Chianina” meat and rolls produced in a local bakery in order to offer top -quality hamburgers at competitive prices.

HRC invests money in the purchase of high-quality products, staff training and promotion. Its products come from several suppliers. One of its largest suppliers is Sysco. Sysco produces goods for food companies such as meat, cleaning supplies, napkins, aluminium foil, straws and plastic cutlery. By offering a wide variety of products and services to restaurants, Sysco can offer discounts based on the quantity and frequency of orders.





MISSION

To spread the spirit of rock 'n roll by creating authentic experiences that rock.

MOTTOS

Love All - Serve All
Take Time To Be Kind
All Is One
Save The Planet

OPERATING VALUES

1. Practice honesty, integrity and professionalism.
2. Encourage everyone to maximize their potential.
3. Take personal accountability for getting results.
4. Create brand excitement through innovation.
5. Deliver kick-ass service!

Promotion

Hard Rock Cafe uses different types of advertising media to promote its products and services. They use **billboards** located near highways so thousands of commuters can see them at least five days a week twice a day as they commute to and from work, **and banners at airports**.

They also use short **commercials on television and on the radio**, **advertises on magazines** and organize **promotional events, live concerts and meetings** in the cafes, hotels or casinos. They even organize **weddings and parties** in a Hard Rock theme. HRC has thousands of fans, who want to see all the Hard Rock Cafes all over the world and even go on a Hard Rock Cafe tour. HRC offers them an “All Access system”, which uses member cards. When members spend money at Hard Rock Cafe they get points, which can be used to get free products, drinks or food, a discount or a free gift.

Brochures are also used by local companies and hotels to inform tourists about HRC cafes, products and services.

They also have a **website** with information about the history and upcoming events and also websites for each store. HRC also markets its products on Instagram, Facebook and Twitter and they have recently created a Hard Rock Cafe App.

Besides the company markets its global brand by using products, such as guitar ornaments, mini guitars, and pick box holders.



The Hard Rock brand is one of the most famous in the world. Since 1971 a strategic key to the corporation's success and expansion has been its ability to have its logo displayed as a badge by consumers who proudly show the names of cities they have visited by wearing and giving as a gift items from the company's catalogue of branded products, including pins, hats, t-shirts, sweatshirts, top-quality leather jackets and many other fashion and music-related collectors' items.



Place

In order to choose the best markets for distributing its products and the most appropriate distribution channels **Hard Rock Cafe** carries out an excellent market research.

The company distributes its products and services in its stores but also on the Internet. Its retail shops greatly influence the company profits and are carefully integrated into restaurants and cafes. The company also has a website www.hardrock.com, which receives over 100,000 hits a week and a weekly cable TV programme.

Hard Rock Cafe operates in more than 50 countries throughout the world and is located in Hawaii, North America, Mexico, the Caribbean, South America, Europe, the Middle East, Asia, Japan and Australia and has 191 Hard Rock locations in 59 countries including 157 cafes, 22 hotels and 11 casinos located close to airports, city centres, business centres, offices, tourist attractions, colleges and schools.

Hard Rock Hotels are located in famous cities such as Bali, Chicago, San Diego, Atlanta, Hollywood, Dubai, Las Vegas and Singapore. Its largest restaurant and one of the biggest restaurants in the world is located in Orlando, Florida.

Hard Rock Cafe has different features depending on the city where it is located. Sounds, screens, contemporary music and the layout of the café are designed to draw the customers' attention to its famous memorabilia and products.

Each Hard Rock Cafe has a store called **The Rock Shop** where you can buy T-shirts, hats, jewellery, key chains, glassware and souvenirs with the name of the city where the cafe is located. Retailers can charge a higher price for location labelled products because they cannot be found anywhere else and the target market is willing to pay for them.

Online Rock Shops sell specific items before they are available in stores or products which can only be purchased online.

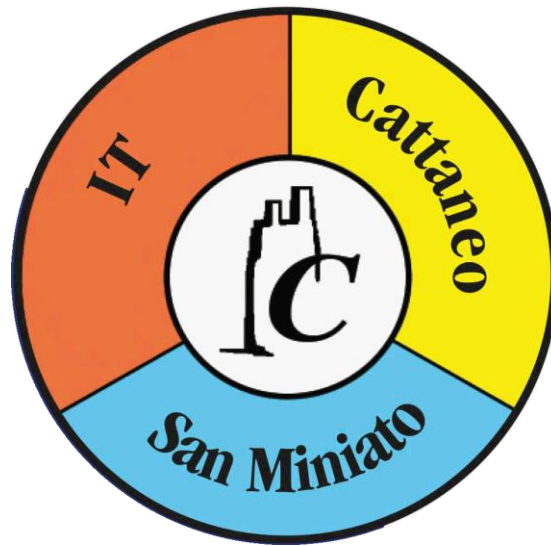


People

HRC staff is selected carefully. People who work for this company are trained to stand for the concept and offer customers an unforgettable experience .They have to be friendly, patient, open minded and keen on music .

The company carefully trains the staff to excite customers and provide entertainment and makes employees feel important and part of a team .This is an important key to success.





**I.T. CATTANEO
SAN MINIATO (PISA)
ITALY**

Maria Pagliarulo

**5 A RELAZIONI INTERNAZIONALI
PER IL MARKETING
A.S. 2015-2016**