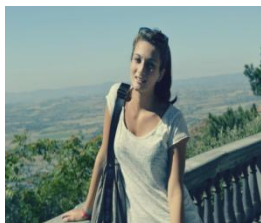





PERSONAL INFORMATION

Valeria Bertini



 Via dei Prati, 31, 56028 San Miniato, PI
 +39 3497759422
 valeriabertini@hotmail.it

Sex Female | Date of birth 8 July 1997 | Nationality Italian

JOB APPLIED FOR

Research and Development Department Manager

WORK EXPERIENCE

9 Feb 2015 – 14 Feb 2015 **Secretary**
"Canale and Petrucci Studio Commerciale"
San Romano (PI), Italy

EDUCATION AND TRAINING

2009 – 2011 **Junior High School Diploma**
Istituto Comprensivo "F. Sacchetti", San Miniato(PI) , Italy

2011 - 2016 **High School Diploma**

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

I attend the final year of I.T. "Cattaneo". I attend the International Relations for Marketing course.

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

PERSONAL SKILLS

Mother tongue Italian

| Other language(s) | UNDERSTANDING | | SPEAKING | | WRITING |
|-------------------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | B1 | B1 | B1 | B1 | B1 |
| German | A2 | A2 | A2 | A2 | A2 |
| French | A2 | A2 | A2 | A2 | A2 |

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

Organisational / managerial skills I have excellent organisational skills which I acquired thanks to the school projects I participated in.

Computer skills I have a good knowledge of the main software applications such as: Word, Power Point and Publisher

Other skills I have excellent experience at dealing with people and customers

Driving licence B

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)

Presentations

Posters

Power Point Presentations and Videos:

- ⤴ "German Cuisine" (2013)
- ⤴ "Shampoo Delicuios" (2013)
- ⤴ "Cantuccini di Federigo" (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

- ⤴ "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)
- ⤴ Comenius Meeting in New Milton, England (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 diploma

Valeria Bertini
Via dei Prati, 31
56028, San Miniato, (PI)
Tel: +39 3497759422
Email: valeriabertini@hotmail.it

November 2nd 2015

The Personnel Director
Thompson Holidays
PO Box 264
London NW3 5HD
Great Britain

Dear Sir,

In response to your advertisement in “Il Sole 24 Ore” of November 1st, I would like to apply for the position of Marketing Department Manager.

As you can see from the enclosed CV, I got a diploma from I.T. “Carlo Cattaneo” in San Miniato.

My first position with “Canale and Petrucci - Studio Commerciale“ enabled me to gain invaluable experience in Marketing and in the use of modern office technology.

I improved my computer skills as I created brochures, posters and power point presentations at school.

I can speak English at a fluent level also thanks to the Cultural Exchange with The Netherlands. I can also speak German and French because I studied them at school.

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

Yours faithfully,
Valeria Bertini

UNITED COLORS OF BENETTON.

Benetton is one of the first global brands in the world and it revolutionized the productive chain and fashion communication from the 1970s onwards. In 1965 Luciano, Gilberto, Giuliana and Carlo Benetton founded their fashion company in Ponzano Veneto, Italy. From then on, the success of the Benetton brand strongly rose until it became a global icon. The Benetton group owes its notoriety not only to its products, but also to its communication style, which was developed with “Fabbrica”, its communication research centre. Only a year after founding the brand, Luciano opened his first store in Belluno.

THE GROUP

Today the **Benetton** Group is one of the best-known fashion companies in the world and it is present on the most important markets in the world with a network of about 5,000 stores.

The Group has a consolidated identity and focuses its attention on colour, fashion and quality at reasonable prices and passion for its work: these values are reflected in the brands United Colors of Benetton and Sisley.

COMMUNICATION

Benetton’s “universal” communication has accompanied the Group’s global expansion. When companies export around the world, they normally adapt their advertising to suit different areas. Benetton chooses a single, universal message which is valid for all consumers wherever they may live, whatever the colour of their skin is and whichever language they may speak.



SOCIAL COMMITMENT

The **Benetton** Group aims to combine economic growth with social commitment, competitiveness, care for the environment, business and ethics. People are central to every plan the Group makes and action it takes.

HEADQUARTERS

The **Benetton** Group is based in Ponzano, about 30 km from Venice. The Group's headquarters are housed in Villa Minelli, a complex of 16th- century buildings of great historical and cultural interest.

The complex was purchased in 1969 and later restored and modernized by the architects Afra and Tobia Scarpa. Since the mid-1980s, Villa Minelli has been the Group's centre of business activities.



PRODUCT

BRANDS

UNITED COLORS
OF BENETTON.

The **United Colors of Benetton** clothing collections for women, men and children offer a style universally recognized as encompassing design, taste and a sense of beauty, which reflect the Italian style of the brand.

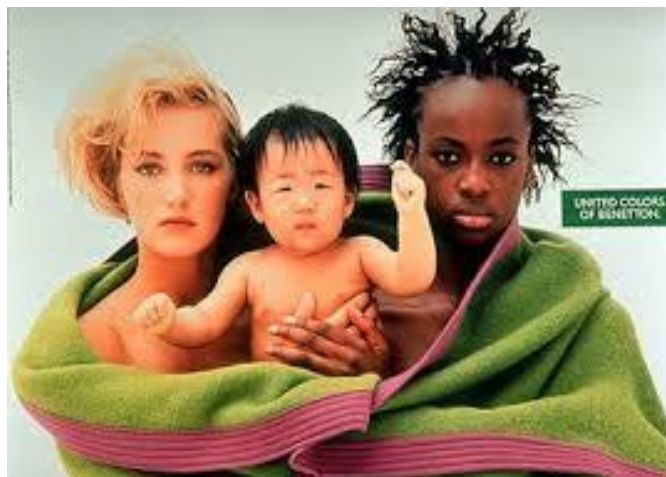
The company offers a wide range of clothes, elegant accessories, fragrances and luggage.

UNDERCOLORS
OF BENETTON.

Undercolors of Benetton proposes collections of underwear, beachwear, nightwear and accessories for women, men and children. A wide selection in basic colours is enhanced every season with the latest trends.

S I S L E Y

Sisley is a brand with a strong personality: sexy, unconventional and with a powerfully contemporary aesthetic which makes it immediately popular. The collections are always attractive and attentive to details, style and quality.



PROMOTION

ADVERTISING

When companies export around the world, they normally adapt their advertising to suit different geographic markets. The **Benetton** Group has followed a different path, using a single, universal message which is valid for all consumers, wherever they live, whatever the colour of their skin is and whichever language they speak.

In the early 1990s, the Benetton Group introduced a new approach to corporate communication campaigns. Products were never displayed: the messages were about civil, social and political issues.

By choosing social themes, promoting freedom of speech and giving visibility to humanitarian causes, Benetton has given meaning and value to its own brand, and it has created a good relationship not only with its customers but with people from all walks of life all over the world.



SWOT ANALYSIS

- Strengths:
 - It is a worldwide-known brand
 - UCB has sponsored many well-known events like Formula 1 as well as Volleyball events.
 - They are known for their good-quality fabric and designs.
 - Their clothes have international style that combines energy, colour and practicality.
 - Branding and marketing campaigns have always generated a lot of visibility.
- Weaknesses:
 - Stiff competition means the market share growth is limited.
 - Some controversial ad campaigns caused problems.
- Opportunities:
 - Online Retail is gaining a lot of importance.
 - Young designers and well-developed collections.
 - Explore the unexplored markets.
- Threats:
 - There is a huge amount of high and fashion stores which are their competitors
 - Price competes with other brands.

COMPETITORS

- Zara
- Uniglo
- Gap

Valeria Bertini

FERRERO

Good Morning Ladies and Gentlemen,
Welcome to our presentation of **Estathe**.

This incredible product is an iced tea produced by the Italian company “Ferrero”, which is an Italian manufacturer of chocolate products and drinks and was founded by Pietro Ferrero in 1946.

Our product, which was created in 1972, contains the following ingredients: an infusion of tea (water and tea), sugar, dextrose, lemon juice and seasoning.

You can find **Estathe** in bricks, aluminium cans or plastic bottles. These containers come in different colours.

There are a lot of types of **Estathe** such as Lemon, Peach and Decaffeinated Estathe and they are greatly appreciated by everybody.



Last summer Ferrero created a limited edition of **Estathe** , introducing new kinds of Estathe on the market: Karkadè, Mint and Tropical Fruit.
It was a great success!



Let me sum up by saying that **Estathe** is ideal when you are with your friends and when it's so hot in summer. It is also suitable for children. It is cheaper and better than the other iced tea.

Well, I hope you enjoyed the presentation.
On the desk, next to the door you can find some brochures.

Thank you very much for listening.
Now are there any questions?

Valeria Brtini
Lisa Terreni
Greta Puccioni

iPad Air

« Before thinking about doing it, we thought about what we could do together! »



Product information

- Simple, light and comfortable to carry around
- 5-M-pixel camera with automatic focus and flashlight satellite GPS system
- IOS 7.1
- Size: 24cm x 19.9 cm
- Weight: 469 g
- Price range: 479- 869
- Target market : business professionals

What is it?!

It's a tablet, with an **unibody** structure.
It's very light, slight and comfortable to carry around.

It has an **high signed** camera, wi-fi and **retina** display.

Virginia Milianti
Greta Puccioni
Lisa Terreni
Annalisa Buglioni
Valeria Bertini



History

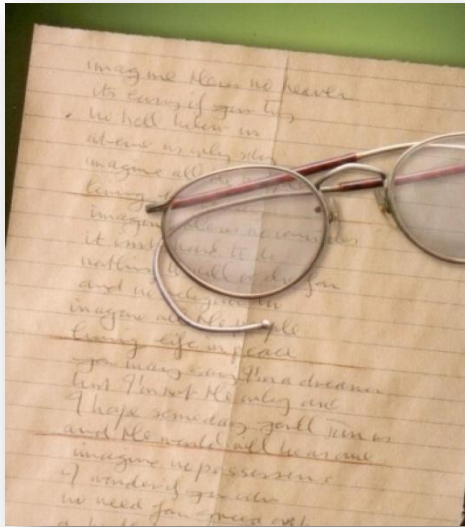
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect 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**, advert 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.

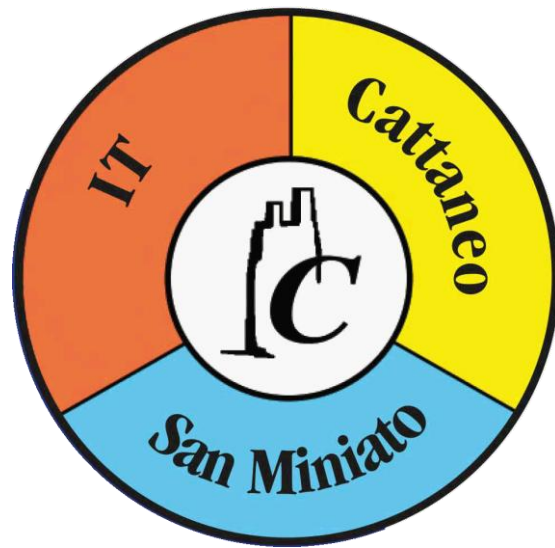
Online Rock Shops sell specific items before they are available in stores or products which can only be purchased on line.



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**

Valeria Bertini

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