

PERSONAL INFORMATION

Valentina Santarsiero



📍 Via Martin Luther King, 3, 56029 Santa Croce sull'Arno (PI), Italy

☎ +39 3480372352

✉ valentinasantarsiero@hotmail.it

💬 [Whatsapp](#) +39480372352

Sex F | Date of birth 28 September 1997 | Nationality Italian

JOB APPLIED FOR

Marketing Manager

WORK EXPERIENCE

9 February – 14 February 2015

Marketing Assistant

“Studio Commerciale Cavalieri”

via Carducci, 56029 Santa Croce sull'Arno (PI), Italy

EDUCATION AND TRAINING

2008 - 2011

Junior High School Diploma

Istituto Statale “C. Banti”, via Pisacane, 56029 Santa Croce sull'Arno (PI), Italy

2011 - 2016

High School Diploma

I.T. “C. Cattaneo”, via Catena, 3, 56028 San Miniato (PI), Italy

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;
- Law;
- International Relations for Marketing;
- English;
- German;
- French;
- Maths;
- Italian;
- History.

PERSONAL SKILLS

Mother tongue

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	A2	A2	A2	A2	A2

Communication skills

I have 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. I organised the School Exchange with the Netherlands and the Comenius meeting in San Miniato in 2015.
- Computer skills** Excellent knowledge of the main software applications such as Microsoft Office™ tools (Word, Power Point, Excel and Publisher).
- Other skills** I am interested in reading books. I am good at dealing with people and customers, making decisions, and sorting out problems. I have a wide experience at working in an international team.
- Driving licence** B

ADDITIONAL INFORMATION

Publications

Brochures:

- "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)
- "Welcome to Versilia" (2014)
- "Rights and Responsibilities of European Citizens" (2013)

Posters

Presentations

Power Point Presentations and Videos:

- "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)"
- "Welcome to Versilia" (2014)
- "German Cuisine" (2013)
- "Vespa" (2013)
- "San Miniato and its Olive Oil" (2013)
- "Rights and Responsibilities of European Citizens" (2013)

Projects

- "Pride and Prejudice", Jane Austen, Palketto Stage, Viareggio (Lucca) (2016)
- Hard Rock Café-Food Management (2016)
- Festa dei Diplomi (Staff Hostess) (2016)
- 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)
- "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 San Miniato, Italy (2015)
 - Comenius Meeting in New Milton, England (2015)

Conferences

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

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

Valentina Santarsiero
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March 28, 2016

The Personnel Director
Thompson L.T.D.
Po Box 260
London NW3 5HD
Great Britain

Dear Sir,

In response to your online advertisement of January 13th, I would like to apply for the position of Marketing Manager.

As you can see from the enclosed CV, I got a diploma from Istituto Tecnico "Carlo Cattaneo" in San Miniato, Pisa in 2016.

I can speak English fluently and I can also speak German and French. I attended an elementary-level Spanish course and I have visited Spain, Germany, the Netherlands, France and England many times. I have good communication skills thanks to the school projects I participated in, my work experience and my personality.

I have excellent knowledge of the main software applications such as Microsoft Office™ tools (Word, Power Point, Excel and Publisher).

I am interested in reading books. I am good at dealing with people and customers, making decisions, and sorting out problems. I have a wide experience at working in an international team.

I am interested in this post because I am looking for a job which offers an opportunity to use my skills and my experience.

Please find enclosed a copy of my CV and a copy of my High school Diploma.

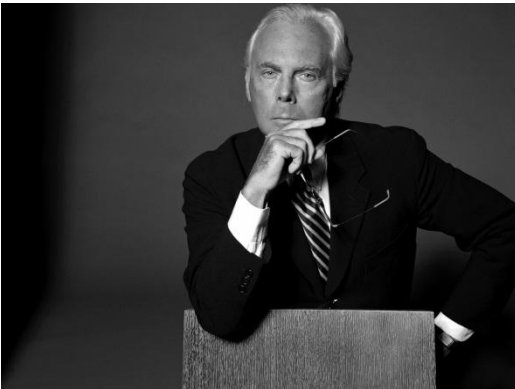
Yours faithfully,
Valentina Santarsiero

Enc: 2



GIORGIO ARMANI

What is the company?



Giorgio Armani S.P.A. is an Italian company leader in the field of fashion all over the world. The group designs, manufactures, distributes and retails fashion products, including clothes, accessories, eyewear, watches, jewelry, cosmetics, perfumes, furniture and home accessories. It includes all brands founded by the famous fashion designer and entrepreneur **Giorgio Armani**. They are: Giorgio Armani, Giorgio Armani Privé, Armani Collezioni, Emporio Armani, Armani Jeans (AJ), EA7 (Emporio Armani 7), AX (Armani Exchange), Armani/Casa, Giorgio Armani Eyewear, Emporio Armani Eyewear.

History of the company

The company was founded on 24th July 1975, when **Giorgio Armani** and Sergio Galeotti founded a fashion house, located in the workshop of Corso Venezia in Milan. The company had an excellent startup, getting immediately European reputation. The company expanded and opened a new office, complete with a press room and several showrooms and later it expanded overseas, where the designer founded "**Giorgio Armani Corporation**". In the late seventies, it became one of the leading fashion companies in the world. By the 1980s, the designer established an important licensing agreement for fragrances and launched three new lines: Emporio Armani, Armani Jeans and Armani Junior. In 1981 the company opened the first Emporio Armani in Milan, followed by the opening of the first **Giorgio Armani** boutique. In 2000 it launched the international website giorgioarmani.com (today Armani.com). In 2004 he created the EA7 line, active wear collection that offers sport clothing and accessories. In 2005, the agreement with EMAAR Properties, one of the world's largest companies in the property sector, helped the company to open 14 luxury hotels all over the world.



Who are the competitors?

- Christian Dior
- D&G
- Burberry

PRODUCT

Giorgio Armani operates in many segments of the fashion market. **Armani** produces and sells many segments of the same product category, but also many different product categories.



- Giorgio Armani originals, the first line

This line features **Armani** men's suits, such as Black Ties and Tuxedos. For women there are evening gowns and black dresses for "premier" events such as Movie Release Premiers, Concert Theatre, and Royal weddings. These items are targeted at adults (35-50 years of age).

- Armani Collezioni, the second line.

It is designed for those that wish to collect the designer's clothes. It is still priced for an exclusive market of luxury buyers.

- Emporio Armani, the third line.

This line is for a much younger group of professionals and career individuals who are in the age range of 25-35. The style is distinctly **Armani** with a contemporary flare to please the younger market.

- Armani Designer Jeans

This line is considered the latest expensive for the **Armani** line and targeted at 18-30 year-old people who desire luxury clothes at an affordable price.

- A/X Exchange

Retailer outlet stores were opened by **Armani** Company for direct purchase. The demand here is for **Armani** originals and other clothes that can be sold in retail stores. This is a way for **Armani** to test the market and increase its sales. Mobile devices are used extensively by A/X.

- Armani Junior

This line of clothes and accessories is for children from birth to the age of 16. Elegance and softness for every day



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. **Armani** is both a luxury brand and a global company and so its prices have to be consistent everywhere around the world because price discrimination will result in diluting its brand image. The global marketing team of **Armani** is responsible for the pricing strategies after great evaluation about the product demand, market research and competitors' prices.

PROMOTION

Armani promotes its products through fashion shows by using popular stars like Fabio Mancini, Calvin Harris and Eva Herzigova, who can represent the brand and its diversity in billboards, posters, and TV ads. The use of social media is definitely an advantage. Informing consumers of newly released clothing or sale items by using digital media allows them to respond quickly to new releases.



PLACE

Its products are sold in global franchise stores, **Armani** stores, located near important cities or near bars and coffee shops, which are attended by gadget-lovers and sports enthusiasts. The location of the stores is very important and influential and prominent areas are chosen so that customers can easily reach them.

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> -high growth rate -existing distribution and sales networks 	<ul style="list-style-type: none"> -future competition -tax structure
Opportunities	Threats
<ul style="list-style-type: none"> -new products and services -global markets -venture capital -new acquisitions -growing demand 	<ul style="list-style-type: none"> -tax changes -external business risks -increasing costs

BARATTOLINO SAMMONTANA

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 Gianduia 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 Mascarpone 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 Sammontana 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?

Eleonora Bini
Valentina Santarsiero
Maria Pagliarulo
5 AR

SEMPPLICITY IN THIS WONDERFUL GPS SMARTPHONE

- ❖ Size: 109·59·19 mm
- ❖ Weight: 145 gr 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.





Eleonora Bini
Valentina Santarsiero
Maria Pagliarulo
5 AR



History

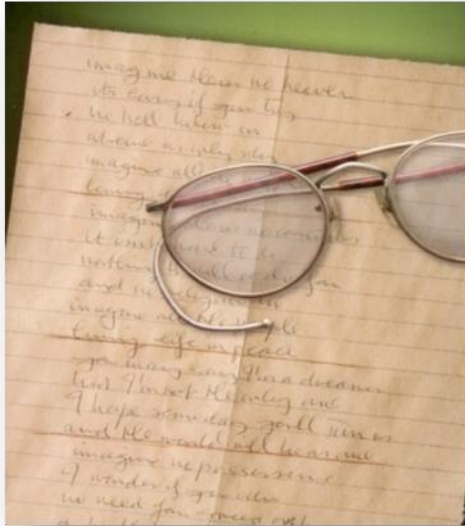
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect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

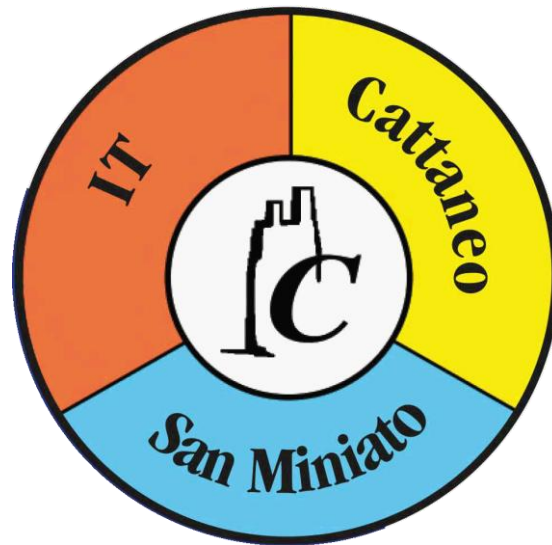


People

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**

Valentina Santarsiero

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