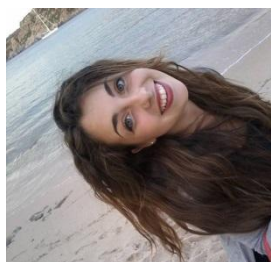


PERSONAL INFORMATION



Giada Biotti

 Via Tosco Romagnola Est 227, San Romano (PI)

 +39 3401135168

 biottigiada@hotmail.it

Sex Female | Date of birth 11/04/1997 | Nationality Italian

JOB APPLIED FOR

Media Manager

WORK EXPERIENCE

9-14 February 2015

Check-in Assistant
"Galileo Galilei" Airport, Pisa

EDUCATION AND TRAINING

2009-2011

Junior High School Diploma.
Istituto Comprensivo "Galileo Galilei", Montopoli in Val D'Arno (Pisa)

2011-2016

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

I attend the final year of I.T. "Cattaneo" and I attend the International Relations for Marketing course. I study the following subjects: Italian, German, French, English, Maths, Economics, History, International Relations, Geography, and Law.

PERSONAL SKILLS

Mother tongue(s)

Italian

Other language(s)

| | UNDERSTANDING | | SPEAKING | | WRITING |
|------------------------------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | B1 | B1 | B1 | B1 | B1 |
| Trinity certificate level B1 | | | | | |
| German | B1 | B1 | B1 | B1 | B1 |
| French | A2 | A2 | A2 | A2 | A2 |

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

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 Cultural Exchange with the Netherlands and the Comenius Meeting in San Miniato in 2015

Computer skills

▪ Excellent knowledge of Microsoft Office programmes such as Word, Excel and Power Point thanks to my studies

Driving licence

▪ Category 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)

Posters

- Presentations** Power Point Presentations and Videos:
- ⤴ “German Cuisine” (2013)
 - ⤴ “Mimosa soap” (2013)
 - ⤴ “San Miniato truffle” (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)
- ⤴ 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

Giada Biotti
Via Tosco Romagnola Est 227
56020 Montopoli in Val D'Arno (PI)
Italy
Telephone Number: +39 3401135168
E-Mail Address: biottigiada@hotmail.it

January 2nd 2016

The Personnel Director
Thompson White
12, Ronkswood
London
England

Dear Sir/Madam

I am writing to apply for the position of Media Manager you advertised in yesterday's "La Nazione".

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

My work experience as a Travel Agent and Check-in Assistant at Pisa Airport enabled me to gain invaluable experience in dealing with tourists and in the use of foreign languages .

I can speak English at a fluent level.I can also speak German as I studied it at school for five years and can speak French as I studied it at school for three years.

I have visited Germany, Spain, England and the Netherlands and I also hosted foreign students to improve my English last year.
Please find enclosed a copy of my CV.

I am interested in this position because I am looking for a job which offers good career prospects.

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

Yours faithfully
Giada Biotti
Encl:1



BRAND

Michael Kors is a rapidly growing global luxury lifestyle brand led by a world-class management team and a renowned, award-winning designer. The company was established in 1981 and is led by **Michael Kors**, a prominent fashion designer based in New York City. Since launching his brand over 30 years ago, **Michael Kors** has featured distinctive designs, materials and craftsmanship .

Mr. Kors's vision has taken his Company from its beginnings as an American luxury sportswear house to a global accessories, footwear and apparel company, which is present in over 95 countries.




MICHAEL KORS COLLECTION

Michael Kors collection has a strong focus on accessories, in addition to offering footwear and apparel, and it is sold in stores as well as department stores throughout the world.

Michael Kors collection offers: accessories and handbags, which are created to meet customers' requirements , and small leather goods such as wallets, wristlets and cosmetic cases.



PRODUCT

| | | |
|-------------------------------------|--|---|
| Michael Kors's products are: | | |
| BAGS | Totes, Satchels, Shoulder, Bags Backpacks, Wallets |  |
| SHOES | Boots, Pumps , Flats , Sandals, Sneakers |  |
| ACCESSORIES | Jewellery, Fragrances, Belts, Scarves, Key Chains, Watches |  |

TARGET: Michael Kors's products are targeted at young women.



PRICE



There is a difference in price between **MK** collection and **MMK** collection.

Online stores are important for prestigious high-end products.

The collection is suitable for wealthy people but **MK** has created a more affordable line, which is still considered high-quality but it is less expensive.

PROMOTION



MK's products are promoted on the Internet and on women's magazines, posters and billboards.

The company has just created an App where customers can find details and information about its products.

The company is present on the social media such as Facebook, Instagram and Twitter and has recently created a blog where customers can share opinions about products or ask for information.

The company also involves celebrities using their fame to promote its products.

PLACE

The company offers online stores, high-street shops, and exclusive shops all over the world.

Michael Kors stores are run either directly or through licensing partners and are located in some of the most prestigious cities in the world, including New York, Beverly Hills, Chicago, London, Milan, Paris, Munich, Istanbul, Dubai, Seoul, Tokyo, Hong Kong, Shanghai and Rio de Janeiro.



SWOT ANALYSIS

STRENGTHS: The first strength of **Michael Kors** brand is the fact that it is resilient. The Company has great brand managers who have rescued the brand from a period when the quality was not so high. **Michael Kors** offers two different lines: Michael Kors Collection and Michael Kors, which allow the brand to reach a large audience. **Michael Kors** associates himself and his brand to a “jet set” style which personifies a trendy person who travels around the world. His high standard at a reasonable price is a strength for the brand .

WEAKNESSES: The company has a few weaknesses. The lack of a significant international experience is a drawback compared to its competitors, who have higher levels of experience in certain locations. The company has expanded rapidly and this has caused a strain on its existing resources.

OPPORTUNITIES: By using the profits from **Michael Kors** brand he could purchase and develop more brands. This could increase the company sales and profits. **Michael Kors** does not have a collection for children but it could create a brand such as “Mikey” **Michael Kors**. The current focus of the brand is on women as the target market, but a men’s line can be developed.

THREATS: **Michael Kors** operates on a highly competitive market both in North America and internationally. This is a threat because of the increasing number of competitors due to **Michael Kors’s** customer- based price.

Since the company is named after the designer, **Michael Kors’s** behaviour is directly associated with the brand and may have a large impact on the brand image. Accessories, footwear and apparel industries are heavily influenced by general macro-economic cycles, which effect consumer spending. As it is a company in the luxury market, if there is a long period of low consumer spending there is a relative effect on the business, financial position, and operating results.

STRONG COMPETITORS are: Ralph Lauren, Donna Karan International and Calvin Klein.



nutella

Good morning , Ladies and Gentlemen.
Welcome to this meeting.

We are proud to show you our incredible product: **Nutella**.
Nutella is our new sweet hazelnut cream. Its taste is simply unique !

Our secret is its special recipe, selected ingredients and careful preparation.

Nutella is created by mixing ingredients such as: sugar , palm oil, hazelnuts, cocoa, milk, lecithin and vanillin.

Nutella has an authentic taste of hazel nuts and cocoa and its flavour is intensified by its unique creaminess. The selection and processing of the best raw materials create a delicious and incomparable product.

Nutella can be used when you want to make a cake, crêpes, toast or pancakes.

It is ideal when you are very greedy and you want to have a break.

We can offer you a jar of Nutella at a promotional price of 2 pounds.
If you buy it now you can get a free gadget.

We hope you enjoyed our presentation.
Thank you very much for listening.

Have a nice day, we hope you will appreciate Nutella!!

Giada Biotti
Anna Montanelli
Rebecca Paghi



IPHONE 5

DIMENSIONS



Weight 112 g

Operating System: IOS 7.0.4
Display: 4 inches (100 mm) diagonal (16:9 aspect ratio), multi-touch display

Memory: Flash memory from 16.32 or 64 GB
Touchscreen: Multi-touch



Rear camera 8 MP back-side illuminated sensor
HD video (1080 p) at 30 frame/s
IR filter
5 lens
Facial recognition
Image stabilization
Front camera 1.2 MP
HD video (720 p)

THE BEST PHONE IN THE WORLD

CONTEMPORARY

STYLISH

UNIQUE

ACCURATE

HIGH-TECH

HIGH-QUALITY



SPECIAL

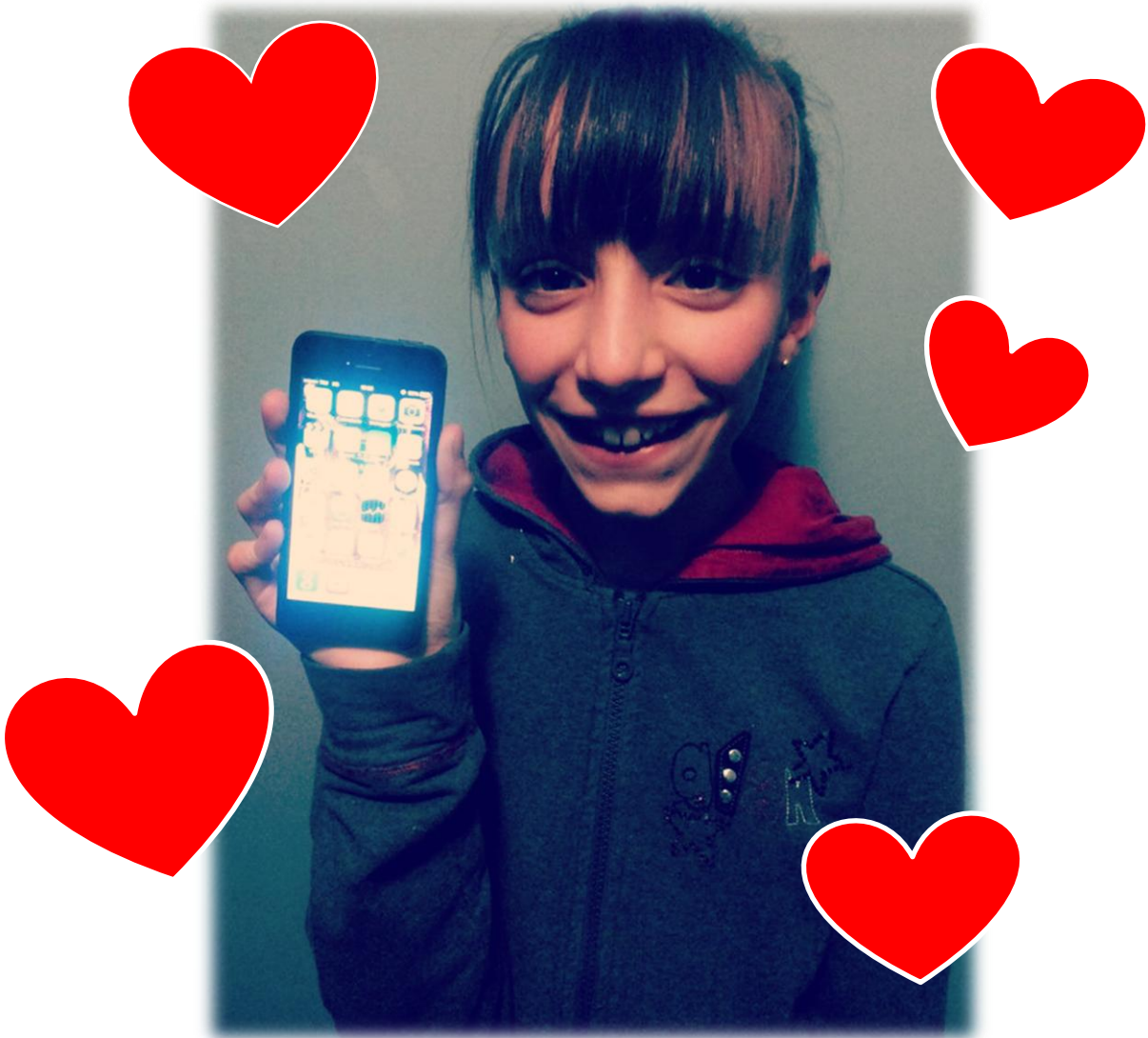
INNOVATIVE

MODERN

SUPERIOR

EXCLUSIVE

IPHONE IS FOR EVERYONE,
AND EVERYONE LOVES IT !



Giada Biotti
Anna Montanelli
Rebecca Pagni
Francesca Ricci
5AR



History

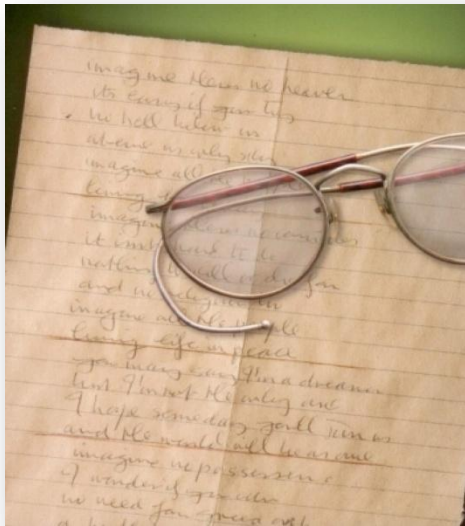
Hard Rock Cafe International, Inc. is a chain of restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London. In the early seventies, the world was experiencing free love, drugs and some of the greatest rock and roll of all time. In that period HRC became famous because it provided a perfect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

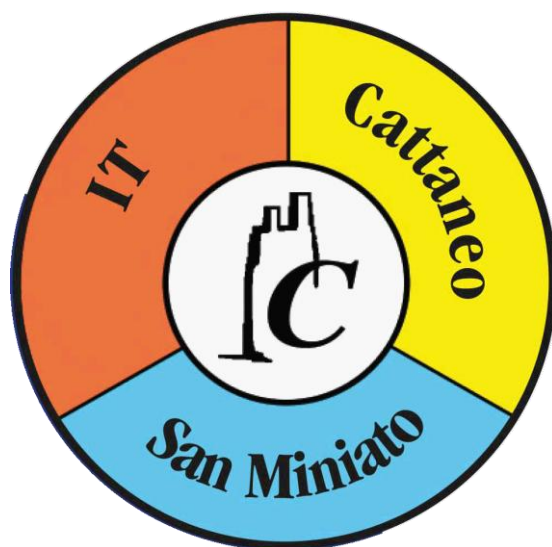


People

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**

Giada Biotti

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