



# Claudia Rinaldi

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## Experience

### Creative Art Director

*The Gate, Edinburgh - Internship - July 19*

I worked on real creative briefs, at both FMCG products and charity brands. Through strategic thinking, I was able to find true insights. I brainstormed and created multiple campaigns using various media touchpoints. I reported to the Creative Director, Planner, and Account Manager. I presented the creative work and added creative value to every internal meeting.

### Marketing and Operations Consultant

*UKEDA, London - Mar 17 - Aug 2017*

Working in the Educational Tourism industry, I was in charge of the Italian market. I researched new marketing opportunities, mapped out, and reached new potential customers and competitors through organized actions of contacting and follow-ups. I assisted the Marketing Manager in the coordination of marketing plans. I promoted our services through B2B and B2C and using various marketing channels, such as e-mail marketing and social media. I was responsible for organizing itineraries, coordinating educational programmers, and dealing with schools, accommodation agencies, coach companies, museums, tour guides, and teachers.

### Visual Merchandising and Sales Associate

*Peruvian Connection, London - Feb 16-Mar 17*

From the Peruvian Andes to the luxurious streets of Chelsea, I accompanied the clients in their search for excellence, in the European flagship store. I enhanced brand awareness, presenting ethnographic textiles from around the world. With an autonomous approach, I executed Visual Merchandising displays, while ensuring the visual standards were met and consistent. I developed a strong understanding of fashion while developing a new perception of balance, style, and art direction.

### Supervisor

*Brora, London - Sep 14-Feb 16*

I motivated, guided, and mentored team members to exceed goals and created a positive environment during shifts. I assisted the Store Manager in overseeing the overall goals and evaluating the stock, logistics, and excellent standards. Through a results-driven approach, I oversaw the sales goals and reported business development records and statistics. I Created an atmosphere centered on delivering superior customer service. I connected with customers and developed strong relationships to encourage repeat visitation.

### Marketing Intern

*Eatro, London - Jan14- May 14*

I assisted a start-up team in operational and marketing activities, enhancing business strengths. I supported the Marketing Manager in marketing campaign planning and execution. I participated in brainstorming sessions. I planned and executed promotion activities. I took part in training sessions. I measured and reported the results of marketing initiatives.

### Marketing Assistant

*Peugeot, Udine - May 11-Feb 13*

Working closely with the Peugeot Italy Marketing Manager, I helped reach the marketing goals. I researched market trends and analyzed surveys to develop local marketing plans. I developed marketing campaigns through multiple channels, such as e-mail and SMS marketing and social media platforms. I created and executed advertising campaigns. Assisted in creating promotional materials. I helped maintain social media accounts for the brand Peugeot, its products, and local services. I organized and planned the production of all major marketing materials by working closely with printers, sponsors, and other involved parties. I successfully planned promotional events. I delivered reports through written documents and verbal presentations.

## Education

### MSc in Creative Advertising

*Edinburgh Napier University, Sep 18 - Oct 19*

I learned the best way to present the ideas and how to work collaboratively and individually while creating advertising across a variety of media, including print, TV, radio, outdoor, and online. I worked at multiple live briefs. I developed critical evaluation skills while exploring the theories behind successful advertising campaigns.

### Master's degree in Marketing, Management and Organization

*Università degli Studi di Udine, Sep 09 - Feb 11*

I built a professional set of skills to hold a managerial position in various business functions, such as marketing, HRM, quality management, and sustainability development. My skills apply either to single firms and business networks, business groups, as well as to business consulting firms. I attended various courses encompassing heterogeneous subjects. My thesis focused on "The contextual cultural variables in the creation of international advertising".

### Semester abroad

*Alpen Adria Universität Klagenfurt, Sep 09 - Feb 10*

Exchange Student Programme. The modules I studied were: Cross-Cultural Management, Innovation Management, International Advertising, and Labor Sociology.

### Bachelor's degree in Business Economics

*Università degli Studi di Udine, Sep 05 - Oct 08*

I acquired fundamental skills for working in a company, and interdisciplinary knowledge of the economic, legal, and quantitative field. The modules encompassed subjects such as Statistics, Accounting, Microeconomics, Commercial Law, Finance, Marketing, Sociology, Human Resource Management, Market Analysis, Private and Contract Law, Organisation Theory and Management of SME, Computer Science and Data Analysis. My thesis focused on "The human resources management in Udinese Calcio football club".

### Graphic Design Skills

Adobe Photoshop, Illustrator, Indesign, After Effects, Xd

### Languages

Fluent English, Italian, and Spanish.  
Intermediate French, and basic German

### Other Skills and Passions

Strategic thinker - Planner - Truths seeker.  
Problem solver - Eye for detail - Curious and observant.  
Manuals reader - Humorous - Travel planner - Photographer