

PERSONAL INFO



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SPECIAL SKILL



<https://youtu.be/1WSqKMAHyul>

I gained solid experience in sales, marketing and communication activities, acquiring multiple skills thanks to the different roles covered during my professional growth. I recently managed the participation on behalf of a client in a challenge reserved for start-ups with innovative technologies in total autonomy. The competition, held in Singapore in November 2019, saw the participation of over 2,400 competitors from over 120 nations who were rigorously judged through various selection phases based on pitch-deck and video-call interviews. The grand final among the 100 best start-ups took place with a live pitch in front of the jury during the "Singapore Fintech Festival" event. In the end, I obtained the "Deal Maker Winner" award, which was the second most important prize.

SKILLS



Multiple Skills - Proficient as:

- **SALES MANAGER** (in 2019 I got an order for an industrial construction valued 4,5 € Mil)
- **MARKETING MANAGER** (I planned and managed various advertising campaigns)
- **GRAPHIC DESIGNER** (I'm a professional user of Adobe Creative Cloud package)
- **ENTREPRENEURIAL ATTITUDE** (I owned for 20 years a company always with profits)



Relational Skill

Excellent ability to relate with others and strong attitude to teamwork. During the activity as "Account" carried out in the agency I managed business relations with Marketing Manager and CEOs, so I am also comfortable to relate with high-level profiles.



Organizational Skill

The long time experience in the role of "small entrepreneur" has allowed me to develop excellent coordination and organizational skills, deriving both from the need to better organize the internal activity of the agency and during the creation and logistic/operational management of complex promotional activities (hospitality during the Grand Prix of FI, prize competitions, "special events", meetings, conventions, fairs, etc ..).



Technical Skill

I have multiple technical skills in the field of marketing and communication, being able to act either as an Account Executive (sales activity) or as a Graphic Designer (I have complete proficiency of the Adobe Creative Cloud package and knowledge of .html, .css and .php languages). I'm also able to create websites and manage social campaigns (Google Adwords, LinkedIn Ads, Facebook).



Additional Skills

I have realized by myself my personal website <https://www.pberna.com> where you can find my vision and a complete professional profile.



Foreign Language **English** Level **C1**

WORK EXPERIENCE



Role / Company **Senior Sales & Marketing Consultant / P•Berna**

From 2016 until the current date I have been working as a Senior Sales & Marketing consultant for some industrial companies. I provide an integrated service including sales, marketing and commercial activities for finding new customers, creation of advertising and communication material to support sales activities (website, brochures, pitches, videos), digital marketing campaign on LinkedIn, training of junior staff . I follow "Business Development" projects in Singapore and ASEAN countries.



Role / Company **Partner & Account / Puzzle Communication S.r.l.**

For 21 years I was an executive partner in an advertising and promotion agency where I was in charge of the general management of the company made up of 3 partners and 2 employees. I have carried out many tasks dealing with the sale of advertising services, administration and accounting, management of the IT structure, graphic / creative activity, website creation, logistic/operational management and realization of various promotional activities (prize events, conferences, meetings, "events special ", and above all hospitality services during the Formula 1® Italian GP in Monza and other circuits throughout Europe).



Role / Company **CEO Assistant / Scatolificio Pessina S.r.l.**

I collaborated for 6 years in the corporate reorganization of the company (manufacturer of corrugated cardboard packaging) managing the implementation of a new IT system. I have designed and implemented new practices and procedures that comply with the requirements of the ISO 9002 standard by implementing the Quality System and contributing to obtaining the related Certification.



Role / Company **Junior Product Manager / Kentelle S.p.A.**

For 3 years Assistant to the Product Manager of the "Valentino Bodywear" branded product line (conception and definition of the product range, organization of fairs and presentation of products in showrooms, participation in sales negotiations with international "top-customers", definition sales target and sales force management, control of sales results, design of promotional support operations).

EDUCATION AND TRAINING



Education **Vocational Training in Marketing & Advertising** Institute **Istituto Europeo di Design di Milano**

Three year professional training course in "Marketing & Advertising" at the "Istituto Europeo di Design" in Milan.



Education **High School Science Diploma** Institute **Liceo Scientifico Statale "G. Peano"**

High school diploma obtained at the second level college of Science "G. Peano" in Cinisello Balsamo (Milan) with a score of 58/60.