

**Claudia
Diano**

DATE OF BIRTH
21 March 1981

NATIONALITY
Italian

ADDRESS
Corso Regina Margherita 15
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+3497786032

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CAREER HISTORY

MEDESTEA INTERNAZIONALE S.p.A.

2007 - PRESENT

Manager of overseas office (food supplements division)

Development and management of overseas distribution contracts from completion of the registration process with local authorities (where necessary) to preparation and support in relation to market launch, including adaptation of packaging and marketing materials as well as promotional strategies.

Compilation of regular reports in relation to existing clients and negotiations with prospect clients, proposing and evaluating possibilities for further development.

Analysis of costs and turnover.

TOROC- Organisation Committee for the 2006 Winter Olympics in Turin (Italy) – Role: Press Operations Executive

SEPTEMBER 2005 - MARCH 2006

Pre-games: Planning of activities relating to the Main Press Centre (MPC) Venue, the main press centre for the Olympic Games.

- Selection, assignment and training of volunteers within the specific areas inside the Venue
- Planning of the services to be provided within the commercial area reserved for Media clients (Main lobby) and the associated management procedures
- Research and preparation of information materials for distribution through the Main Help Desk and to support the volunteers

During the Games: MPC Main Lobby Supervisor

- Implementation and management of the activities planned during the *pre-games* phase within the Venue.
- Monitoring and resolution of any problems relating to the Main Lobby and the information desks available to the MPC Media clients during the 2006 Olympic and Paralympic Games in Turin.
- Supervision, training and planning of the daily activities of the team of volunteers (total approx. 40) assigned to the specific areas within the Venue.

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DOC PROMOTIONS

2004 - 2005

Instore Promotions
Sales promoter in stores and shopping centres (part-time)

COLLECTING PEOPLE

2001 - 2002

Website selling collectors' items and modern antiques
Management of sales files and client databases.
Cataloguing, organization and database management in relation to sales material.
Client relationship management (especially overseas - USA and GB) through direct mailing.

Cooperativa REAR

2001 - 2002

Promotions Representative at Trade Shows & Conferences
Part-time work as a promotions representative at Trade Shows, Exhibitions and Conferences at the Conference Centre and the Lingotto Fiere Exhibition Centre (Torino, Italy). Duties included assisting in the conference rooms and management of show stands.

EDUCATION & TRAINING

2004 - 2007

University of Torino (Italy)

Specialist degree in COMMUNICATIONS FOR INSTITUTIONS & COMPANIES

Master's Degree – grade 110 out of 110 with Distinction

Title of thesis: *"Film advertising: Semiotic analysis of the cinematographic trailer"*

Supervising Tutor: Professor G. Ferraro – **Semiotics of Advertising**

2004 - 2007

Substantial involvement in the activities of the Turin branch of **PRIME**, a European non-profit organisation for students of Communications and Public Relations: management of print communications, production of communications materials and relationship management (sponsors, universities, lecturers).

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The association organises regular events within the university framework (conferences, workshops) as well as 3 international conferences on an annual basis.

2000 - 2004

University of Torino (Italy)

Degree in **COMMUNICATIONS**

Bachelors Degree – grade 107 out of 110

Title of thesis: *“Communicating the Changing City: the Turin Suburbs Project”*

Supervising Tutor: Professor N. Bosco – **Public Communications**

1995 - 2000

Secondary School: IMS Regina Margherita, Torino (Italy)

Diploma (equivalent to UK A-levels) in **LANGUAGES**:
grade 100 out of 100 (equivalent to UK grade ‘A’)

SKILLS

LANGUAGES

Italian: mother tongue

English: excellent

French: excellent

German: conversational (good)

PERSONAL PROFILE

Highly motivated with a goal-oriented approach and substantial international and multicultural expertise.

Skilled team leader, adept at building and nurturing strong relationships at all levels, both within companies and in a client-facing capacity.

Proven ability to react quickly and effectively to unexpected situations, utilising well-honed organisation and problem-solving skills.

Versatile and mature, with the capacity to adapt to a wide range of different working environments and commercial scenarios.

Substantial public relations and marketing experience.

IT SKILLS

Operating Systems: Windows

Programs: Microsoft Office – Adobe Acrobat and Photoshop

OTHER SKILLS & INTERESTS

Good manual skills

Passionate about art, photography, literature and design

Driving Licence B