



GIORGIO MANNINO

BORN IN CATANIA (ITALY) , 23/12/1992

CONTACTS

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95131, Catania (CT)

PROFESSIONAL SKILLS

- Brand management
- Competition Analysis
- Strategic e Operational Marketing
- Business Plan
- Business Administration
- Brand Positioning
- Copywriting

LANGUAGE SKILLS

- First Language:** ITALIAN
Other Language:
- English (level B2)
 - Spanish (level A2)

DIGITAL SKILLS

Good ability to use the **Microsoft Office** package
(Excel - Word - Power Point)

GROUPS AND ASSOCIATIONS

- Partner AIS (Associazione Italiana Sommelier)
- Partner ONAV (Organizzazione Nazionale Assaggiatori di Vini)
- Partner ANGA (Associazione Nazionale Giovani Agricoltori), Giovani di Confagricoltura

PROFESSIONAL EXPERIENCE

CBO - Chief Brand Officer

Tenute Mannino di Plachi - Catania (ITA)
2017 - in progress

- Market Analysis
- Strategic and Operational Marketing Activities
- Brand Positioning
- Enhancement of the Brand through Copywriting - PR - Storytelling

Business Controller (internship)

Rabugino Sp.Zo.O. - Warsaw (POL)
from 2019 to 2020

- Control and Analysis of Production Cycles
- Budgeting and Planning activities
- Data Analysis and Investment planning

Sales Staff

Hollister&co. - Enna (ITA)
from 2014 to 2016

- Sales and Department Management clerk
- warehouse organization and management
- Recruitment and staff selection activities

EDUCATION AND TRAINING

2022 University of Florence

First Level Master in "Management and Marketing for Wine Companies"

2021 Wine Taster ONAV

Released by ONAV (Organizzazione Nazionale Assaggiatori di Vino) - ONAV Etna Delegation

2021 Diploma of Qualification for the Freelance Profession of Agrotechnical and Agricultural Technician Graduated

Released by Justice Ministry - National College of Agricultural Technicians and Agro-technicians Graduates, Giarre delegation (CT)

2020 Agricultural Company Conductor Qualification (EQF Level: 3)

Released by Regione Siciliana - Assessorato Regionale di Istruzione e Formazione Professionale

2019 University of Catania

Degree in Business and Management
With degree Thesis in Marketing. (supervisor Prof. Rosario Faraci) entitled "The Etna and Burgundy Brands in the Entrepreneurial Wine Territories"

2013 Sommelier AIS (Associazione Italiana Sommelier)

Released by AIS - Catania (CT)

2011 Scientific High School Diploma

Liceo Scientifico Statale Galileo Galilei - Catania (CT)