



CAROLINA FULCERI

PROFILE

I am a young graduated in economics, with inclination for marketing and foreign trade. My aspirations concern the role of **foreign sales/export manager**. Thanks to the recent experience gained in a winery, I have developed skills necessary to combine my academic curriculum with the wine sector. In order to further enrich my baggage, I enrolled in the **Master course** at the Florence University and plan to obtain a **technical certification** such as WSET, AIS, FISAR or similar.

I am looking for a **job in a winery** that could allow me to acquire further knowledge in the sector and apply my **marketing and management** skills. I love facing challenges and meeting deadlines.

DIGITAL SKILLS

- ECDL (word, powerpoint, excel, access)
- Basis of Digital Marketing

PROJECT MANAGEMENT SKILLS

- Market Analysis
- SWOT Analysis
- Scrum
- Design Thinking
- AI for Project Managers
- Management of SDGs

PERSONAL INFO & CONTACTS

-  1997
-  Cecina (Li), Italy
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WORK EXPERIENCE

Winery Hospitality **Campo alle Comete - Feudi Toscana, Castagneto Carducci (Li)** **May - October 2022**

Client hospitality and wine sales, leading visits to the cellar and wine tastings.

Research & basis of development of a project about the application of AI to EMS (Energy Management System) **Baker Hughes Florence, October 2021 - April 2022**

Management of a project about the usage of AI for Energy Transition in Oil & Gas industries.

Usage of Agile methodology and Design Thinking, to best meet clients' needs.

Marketing & Management Internship for thesis **Fre Tor Srl, Belluno, April 2021**

Title of the project work: "Industry 4.0, competences, internationalization. Fre Tor Case study."

Strategic innovation analysis, studying the possibility to enlarge 4.0 competences in Italy through Competence Centers and Innovation Clusters.

Accounting Internship **Canado Srl, Castagneto Carducci (Li), March - April 2019**

Usage of the accounting program of the company.

Sales, payrolls, invoices, budget analysis.

EDUCATION

University Master - Management & Marketing of Wineries **Florence University, January 2023 - present**

Usage of marketing strategies and elaboration of a final business plan for a winery. Participation in exhibitions and events of the sector.

Master's Degree - International Management (108/110) **Ca' Foscari University of Venice, September 2019 - July 2021**

Entirely taught in English.

Project works about strategy, innovation, internationalization, technology development, management of companies and sustainability.

Bachelor's Degree - Economics & Management (110/110 cum laude) **Pisa University, September 2016 - July 2019**

Basis of economics and management, accounting, administration, finance, marketing.

Erasmus+ Study, ISEG (Lisbon), February - July 2018

Lessons, exams and project works done in english.

LANGUAGES

- Italian - Fluent
- English - Fluent
- French - Beginner

I authorize the processing of my personal data pursuant to Legislative Decree 196/2003, coordinated with Legislative Decree 101/2018, and art. 13 of the GDPR (EU Regulation 2016/679) for the purpose of personnel search and selection.