



GIADA CARRAI

DOCTOR IN BUSINESS AND
MANAGEMENT

PROFESSIONAL EXPERIENCES

Congress and Sales Hostess (occasional freelance work),
2022-2024

- Pitti Taste Fair (February 2024)
- American Engineering Congress (July 2024)
- Sales Assistant for Dolce & Gabbana products (perfume section)

Translator/Hostess at Pitti Filati, La Rosa Imola company, 3 seasons (06/2022, 01/2023, 06/2023)

- Product presentation and description to clients (in English, German, and Spanish)
- Public Relations and hospitality for renowned Italian and international brands

Receptionist, Cellai Hotel, Florence (internship)
06/2019-07/2019

EDUCATION

University of Florence, Master's Degree in Management and Marketing of Wine Companies,
2025-present

University of Siena, Bachelor's Degree in Business and Management (taught in English):

2021 - September 2024

Final grade: 106/110; graduated on time

Thesis work: *"Financial Ratio analysis in the wine industry: The case of Barone Ricasoli S.p.A"*

- Technical and economic communication skills in English (C1) and advanced knowledge of the Microsoft Office Suite
- In-depth knowledge of Italian and international markets (USA)
- Teamwork and field projects (working with managers and companies)
- Seminars and workshops with wine companies (Salcheto)
- Soft skills courses, sustainability labs, and corporate inclusivity management

Economic High School, tourism oriented (Aldo Capitini, Agliana): 2016-2021

Final grade: 100/100

🏠 Born in Florence, 26/11/2002

📍 Via dell'Alloro 55, Prato

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🚗 Driving License (B), car owner

OVERVIEW

My academic background in Business and Management has equipped me with a solid economic and managerial foundation, providing me with an in-depth understanding of both national and international markets as well as business management dynamics. Throughout my studies, I had the opportunity to enhance my professional English skills and collaborate with managers and companies across various sectors, including the wine industry. I am inherently curious, with a strong aptitude for client relations, a proven team-oriented skill, a leadership mindset, and the ability to adapt autonomously to diverse situations. During my university years, I developed a keen interest in the wine sector, leading me to study and analyze several Tuscan companies, which became the subject of my thesis. This passion ultimately drove me to pursue a Master's in Management and Marketing of Wine Companies to gain a comprehensive understanding of the industry.

LANGUAGES

Italian - native

English - C1

German - B1

Spanish - B1