



# FRANCESCA MILANI

VITICULTURE AND ENOLOGY,  
WINE MARKETING

## SUMMARY

I was born and raised in Romagna, gastronomic summit and land of the comforting certainty of the wine flask on the table; elements that have contributed, not in a trivial way, to the reaching of my happy living.

In attempting to justify my passion for wine and make it my work, I studied oenology. The period of research abroad and the professional experiences in my field of studies allowed me to understand how important and essential, for this product type, the communication is. A tale made up of vineyards, terroir, philosophies, but especially people.

## CONTACT ME

Date of birth: 1995 February 23rd  
Nationality: Italian  
Address: via Giacomo Matteotti 15,  
Dovadola, 47013 (FC) Italia  
Email: milanifrancesca@outlook.it  
Mobile phone: 3467155460

## LANGUAGES

Mother tongue: ITALIAN  
Other languages:  
FRENCH: basic  
ENGLISH: fluent

## LICENSE

European driving license B

I authorize, according to the law 196/2003, the treatment of the transmitted personal data

February 2021 Francesca Milani

## EDUCATION

### University of Florence (FI)

*Master in Marketing and Management of wine companies*  
-First level Master, graduate mark. 106/110 (2019-2020)

### University of Bologna (BO) Alma Mater Studiorum

*Bachelor's degree in Viticulture and Oenology*  
*Graduate mark: 100/110 cum laude (2014-2018)*

California Polytechnic State University-San Luis Obispo (CA)  
Internship. Research thesis "EFFECTS OF WHOLE CLUSTER FERMENTATION, HEATED MUST, DRIED STEMS AND ENZYMES ADDITIONS ON COLORS, PHENOLICS AND ANTHOCYANINS ON PINOT NOIR, SYRAH, CABERNET SAUVIGNON AND MERLOT WINES"

### Scientific High School Fulceri Paulucci di Calboli, Forlì (FC)

Scientific degree, graduate mark 74/100 (2009-2014)

## WORK EXPERIENCE

### Cantina Forlì Predappio

*Soc. Agr. Coop. | August 2016 -Ongoing*

- Ride-along with sale's director
- Pr, event organization
- Representing the business at events and fairs
- Social Media Manager (FB, IG)
- Creative content creator for the communication materials
- Content creator, storytelling
- Lab analyst: grape, grape must, wine

### JacLeRoi s.r.l.

*Communication agency specialized in food and wine marketing*  
*February 2020- April 2020*

- Scouting influencer
- Social media listening
- Ride-along with SM management
- Content creator

## PERSONAL SKILLS AND COMPETENCES

- 1 Level AIS Sommelier
- HACCP certificate
- 1 Level barman
- Lab Safety Certificate
- Sensory recognition of wine faults
- The use of web and development strategies for agricultural business
- Social Media Marketing
- Digital Marketing