



# Zappoli Sara

**Preferred job:** Digital Business strategist for wine companies

**Birthday:** 07/05/1988

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## WORK EXPERIENCE

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- 03/2021 – 05/2021 **Digital Marketing Management**  
*DRY s.r.l - SECCO, Pistoia (Italy)*  
I supported the CEO about communication and organization of Italian sparkling wines on line classes. I was the social media manager of [Secco School](#) IG account and I set up Facebook e Instagram Ads about the mentioned classes
- 05/2019 – present **Accounting assistant**  
*Studio professionale associato Ragionieri & Carli, Monsummano Terme (Italy)*  
I deal with general accounting, VAT obligations, bank reconciliations, esterometro and managing of the anti-money laundering data
- 07/2020 – 10/2020 **Marketing assistant**  
*Chianti Classico Wine Consortium, Barberino Tavarnelle (Italy)*  
I dealt with local events planning, press releases writing and other typical operational marketing activities
- 02/2017 – 04/2017 **Accounting assistant**  
*Studio Fazzini & Partners, Firenze (Italy)*  
Tax and accounting problem solver, support in closing financial statements and carrying out marketing analysis using the AIDA database
- 09/2016 – 11/2016 **Internship**  
*Laika Caravans Spa, San Casciano Val di Pesa (Italy)*  
I dealt with general accounting and bank reconciliations. I supported the financial statements closing and the depreciable assets analysis to calculate the charge of "super depreciation"
- 09/2008 – 07/2016 **Administrative secretary**  
*Studio professionale associato Ragionieri & Carli, Monsummano Terme (Italy)*  
Customer relationship and tax and accounting documents managing

## EDUCATION AND TRAINING

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- 02/2021 – ad oggi **On-line class about social media management and Digital Ads**  
*Social Media Agency Strategica-mente, Roma (Italy)*  
I'm attending this class to improve my abilities about social media management, social media marketing, Facebook, Instagram and Google Ads and SEO
- 01/2020 – present **First level Master in "Management and Marketing for wine companies"**  
*University of Florence, Florence (Italy)*  
I'm attending this Master to apply my economics knowledge to the wine business
- 07/2020 – 10/2020 **On-line class for "Wine Tourism Agent"**  
*Bolgheri Consortium, Bolgheri Sassicaia and Movimento Turismo del Vino Toscana*  
I attended this on-line class to find out more about wine tourism legislation, marketing, hospitality and the new rules about Covid-19 to achieve the status of "Wine Tourism Agent" according to L. R. Tuscany 76/2019
- 05/2020 – 07/2020 **On-line Master in "Wine Legislation"**  
*Studio GSA - Gruppo Servizi Aziendali, Ponsacco (Italy)*  
The master I attended was about "Testo Unico del Vino e della Vite", labeling of wine products, excise duties on wine and wine marketing
- 25/11/2019 – 26/11/2019 **International Forum wine2wine**  
*Verona (Italy)*  
The attended courses have been useful to learn about the secondary market for Italian wine, the Etna geology and viticulture, how to increase B2B sales through trips to producers and the various existing realities to sell wine online
- 14/11/2019 **Lesson about "The wine digital communication" by Stefano Quaglierini**  
*University of Pisa, Pisa (Italy)*
- 09/2015 – 12/2019 **Master's Degree in "Accounting and Freelance"**  
*University of Florence, Florence (Italy)*  
I personalized my study plan with exams like Company Evaluation, Balance Sheet Analysis, Turnaround Management and International Accounting. I will elaborate the thesis on the brand management theme after finishing the aforementioned Master
- 09/2007 – 04/2015 **Bachelor's Degree in "Business Administration", mark degree 108/110 and thesis in Tax Law**  
*University of Florence, Florence (Italy)*  
I achieved very positive results in Corporate Strategy, Corporate Finance, Tax Law and Accountability
- 09/2002 – 06/2007 **High School Diploma, mark 100/100**  
*Scientific High School Coluccio Salutati, Montecatini Terme (Italy)*

## PERSONAL SKILLS

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Mother tongue	Italian
Foreign language	English, B1 level (I'm attending a Wall Street English class to improve my spoken English)
Professional and managerial skills	Recording and management of fiscal and accounting documents, <b>strategic analysis of the competitive environment where the company operates</b> , sense of initiative and skill in finding alternative solutions to the problems that may arise, social media management
Digital skills	Familiarity with <b>Windows</b> and <b>Mac</b> environments, good command of <b>Office</b> , use of the accountancy software like Zucchetti <b>OMNIA</b> and Zucchetti <b>AGO</b> , using of <b>AIDA</b> , <b>BLOOMBERG</b> , <b>ArtFacts</b> and <b>Artprice</b> databases, using of <b>Facebook e Instagram Ads</b> platforms

## ADDITIONAL INFORMATION

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Driving licence	B, with own car
Interests	I've a great passion for wine business and I'm in particular interested in <b>enhancing the value of the natives vines</b> and their genius loci. At the present day my knowledge about these topics is from self-taught study integrated with visits to Italian wineries, tasting and training events and from attending the Master in management and marketing for wine companies. I also take care of the contents of my Instagram account, <a href="#">Fughedivino</a> , <b>trying to convey the emotional side</b> of my wine experiences. I love dedicating my free time to formulate business strategies in the wine sector and I'd like it to become my full time work
Processing of personal data	<i>I authorize the treatment of my personal data presented in this curriculum vitae pursuant to Legislative Decree 30/06/2003, No. 196 "Codice in materia di protezione dei dati personali" and to GDPR (European Regulation 2016/679)</i>



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