



SONIA PERATONER

CONTACTS

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Lavis (TN)
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LANGUAGES

Italian (mothertongue)
English (C1)
German (B2)
Spanish (A1)

DRIVING LICENCE

B

PROFILE

Since my parents are both oenologists I was born in the wine world, but my passion for this field is a recent discovery. I had many experiences in the wine tourism and food&wine events areas, which really fascinate me. My desire for the future is to bring on the family winery; I hope that the master in "Wine Marketing and Management", together with the practical experiences, will give me the right tools to reach my objectives.

WORK EXPERIENCE

HELPER IN MY FAMILY'S AGRITURISMO/WINERY

Azienda Agricola Maso Grener di Giacomoni Cinzia
Pressano - Lavis (TN)

JUNE 2014 - PRESENT

Welcoming of foreign guests (English and German), Management of online bookings, Help in the organization of cocktail parties and wine tastings for the guests, Attendance to wine exhibitions in Italy and abroad (Germany, Belgium, United Kingdom), Translation of the business website in English and German, Management of the social network (Facebook, Instagram), Support to the export partners (USA), Harvesting

PRODUCT EXPERT

Palazzo Roccabruna - Enoteca Provinciale del Trentino
Trento (TN)

JULY 2019 - JANUARY 2020

Description of the wine list to the customers of the Enoteca, Pouring service, Welcoming of tourist and/or foreign groups

HOSPITALITY SPECIALIST

Hosteria Toblino (Cantina Toblino)
Lasino (TN)

OCTOBER 2019 - NOVEMBER 2019

Wine tasting in English and German to small to big groups, Pouring and restaurant service, Room set-up

STAGE

Italian Wine&Food Institute

New York City (NY)

JANUARY 2019 - JUNE 2019

Back and front office activities (preparation of invoices, update of the contact lists, electronic correspondence, ...), Website management (using Wordpress and Wix), Event planning and organization (Gala Italia), Contacts with Italian wine producers and American importers

STAGE

Consorzio Turistico Piana Rotaliana-Königsberg (Tourist Office)

Mezzolombardo (TN)

JULY 2018

Upload of existing contents on the new website of the Consorzio, Creation of new contents on the website, Support to the office activities (back and front office), Participation to the weekly meetings

CURRICULAR INTERNSHIP

Succus. Comunicazione srl

Bolzano (BZ)

MAY 2017 - AUGUST 2017

Development of texts for short press releases or editorials, Translation of texts from German to Italian, Support to the organization and to the project management

RECEPTIONIST

Autostrada del Brennero spa (Brenner Motorway)

Trento (TN)

AUGUST 2015 - OCTOBER 2015

Guest reception, Correspondence management

EDUCATION

MASTER "WINE MARKETING E MANAGEMENT"

JANUARY 2020 - PRESENTE

Master I level

Department of Management of Agricultural, Food and Forestry Systems

University of Florence

BACHELOR DEGREE IN SCIENCE OF COMMUNICATION AND CULTURE

OCTOBER 2015 - OCTOBER 2018

Bachelor degree - grade 108/110

Faculty of Education

Free University of Bozen

HIGH SCHOOL DIPLOMA (SCIENTIFIC)

SEPTEMBER 2010 - JULY 2015

Scientific High School Leonardo Da Vinci - Trento - mark 93/100

OTHER QUALIFICATIONS

WSET COURSE - 2ND LEVEL
JULY 2019

WSET COURSE - 1ST LEVEL
JUNE 2019

HACCP (HAZARD ANALYSIS AND CRITICAL CONTROL POINTS)
OCTOBER 2019

COMMUNICATION SKILLS

- good speaking and writing abilities, acquired within the university courses and in my internships
- high written and oral competence in English, acquired during various stays and language courses abroad, as well as in my internship in New York
- good knowledge of German, acquired during my stays in Austria and Germany, at the university and within my recent experience at the Hosteria Toblino

ORGANIZATION & MANAGEMENT SKILLS

- good team-working abilities, improved especially during university
- very good organizational competences, acquired thanks to the management of the bookings at the agriturismo and during my internships, as well as in my experience at the Hosteria Toblino
- very good ability in working autonomously, developed during the internships at the tourist office and in New York

DIGITAL SKILLS

- good skills in using the Office package (Word, Excel, Powerpoint)
- good use of web development platforms (Wordpress e Wix)