



SIMONA CICCALE'

Born with an indomitable passion for venue management, foreign languages and customer relationships. All that is enclosed in quite 20 years of work experience.
I'm curious, flexible, great worker and willing to learn.

My motto:

"Do what you do so well that they will want to see it again and bring their friends."

~ Walt Disney

CONTACT

via Toscana 1
Civitanova Marche

Viale Papiniano 26
Milan, Italy,

+ 39 338 3937001

simona.ciccale@gmail.com
www.peralbergatori.com

PERSONAL:

29.03.1981 - Jesi (AN)

status: single
nationality : Italian

Spoken languages: Italian,
English, Spanish , German



WORK EXPERIENCE

07/2015 TODAY	TALENT GARDEN S.P.A	Campus Start Up Manager Franchising Manager
04/2013 TODAY	PERALBERGATORI .COM	Digital support and Consultant Temporary Manager
06/2007 12/2013	13 MAGGIO SOC. COOP	Hotel General Manager Sales & Marketing Manager
11/2007 02/2008	ANTROX S.R.L.	AFC Assistant
01/2007 05/2007	NEOGLIS	Costumer management International relationship assistant
09/2006 11/2006	EURISPES MARCHE	Market researcher (Intern)
03/2005 08/2005	F.C. TRANSLATION	HR assistant General Manager Interpreter. (Intern)

EDUCATION

2006 H.400	UNIVERSITA' DEGLI STUDI DI MACERATA	Post graduate master in "Language mediation, an digital management" 95/100
2006 H.600	BIC OMEGA - REGIONE MARCHE	Post graduate course in Communication and Marketing for tourism 91/100
11/2001 11/2005	UNIVERSITA' DEGLI STUDI DI MACERATA	Bachelor Degree in Language Mediation 104/110
2004	ZENTRUM FÜR TRANSLATIONSWISSE NSCHAFT (ZTW) DER UNIVERSITÄT WIEN	Erasmus project

IN DETAIL

Talent Garden S.p.a - Milano -
07/2015 - today

Project manager for the new campus openings of the network. Responsible for initiating, planning, carrying out, monitoring and finalizing all the operations for a new opening. My goal are to ensure that all the costs, time and quality planned for the single project and respected and implemented.

New campus openings: Milano Calabiana, Sarzana, Roma Poste Italiane, Roma Cinecittà, Bucharest e Torino Fondazione Agnelli. As franchising manager I coordinate local founders in 14 city in Italy and abroad to mantain the company standards, implements new guidelines and support to achieve their goals.

PerAlbergatori.com -
04/2013 - today

Freelance consultant for hoteliers.. Editor of www.peralbergatori.com which is a magazine about, technology, digital and for hoteliers who want to develop their business. Trough, brand identity, restyling, social Media marketing, email Marketing andr evenue Management. I develop short, mid-term sales plan trough data analysis and forecast. I deal with booking engine and channel manager and analyze the trend of sales for the period, type of channel / customer, price. I am looking for new distribution channels, in order to segment the demand, and potentiometer existing ones (monitoring and setting ranking Booking.com).

Ristoralta Hotels -Civitanova Marche -
03/2008 - 09/2013

Sales and marketing manager of Eurotel (108 rooms)
Processing strategies based on budget indicated from the area manager. Sales trends monitoring, processing and offers promotions. E-commerce, management and OTA T.O. Responsible for bargaining for groups, individuals and agencies. management of customer care and costumer retention, management and monitoring of web reputation and activities of the front office. Hotel general manager in charge of the organization of the work of individual departments (room, bedrooms, kitchen).
(Eurotel Grottammare, Hotel San Claudio Corridonia, Hotel Grifone Passo Campolongo)

13 Maggio Soc. Coop-Civitanova Marche -
06/2007 - 03/2013

Junior web marketing manager. Content editor and digital developer of www.vacanzeinhotel.org -
In charge of the growth of the website trough facebook campaign, adwords, seo strategies, content editing, translation link building and by creating lead generation lists. Bench marking online, online branding and web reputation analysis.
Support for local hotel manager of the chain. Sales representative in fairs. (BIT, TTG etc).
Hotel Front Office manager - Hotel San Giusto Falcade and centro congressi Fonte di Nocera Umbra.

IN DETAIL

Antrox s.r.l.- Ancona-
11/2007 - 02/2008

AFC department -Administration
In charge of control of customs
documentation, management archive and
part of the stock (inventory) and drawing
up records.

1998 - 2006 :

1998-99 Hotel Ogli Gò -Torgnon Aosta e Hotel San Giusto Falcade - Belluno housekeeper
waitress and receptionist

1999-2000 Call Center - Dolphin srl

2003-2005 shop assistant - Mit srl

2006 Bar tender - Mela e tequila

Neoglis . Macerata
01/2007 - 05/2007

Support on the international marketing
development commercial and Italian and
Foreign Marketing (European markets) for
this company operating in the aesthetics
professional. My duties were:
take care of business communication,
managing orders, customer relations
and warehouse management, customer
satisfaction analysis.

INTERSHIP

07/06 - 02/07 : Assessorato al Turismo,
Comune di Civitanova Marche, (MC)

Market research of the tourism of the
city. Analysis of customer
satisfaction of tourist offer on the basis of
about 150 surveys. Organization and
implementation of the project. Collection
data, statistical processing. final report
and the marketing plan. Publication
entitled "Analysis of customer
satisfaction "

09/06 -11/06 : Eurispes Marche San
Benedetto del Tronto

Research and industry analysis
commissioned by Italian I.T.B. Italian
Confindustria for the Ministry of Culture and
Tourism. Telephone survey of bathing
entrepreneurs, data collection, statistical
processing. documental study on the
regulatory aspects related to the maritime
domain and coastal management, material
research, contacts with Regions, Capitanerie,
Italian municipalities.

03/05 - 08/05 : F.C. Translation North King
Street Saint Paul's Church, Dublino,

General Manager, in charge of human
resources management and cv selection
Research and analysis of the material for
the public tender for the provision of
translation and interpreting service of the
Irish ministry of justice (publ. April 2005).
Interpreter in court, stations

12/04 - 03/05 Ufficio del Turismo c/o
Comune di Civitanova Marche

General Manager, in charge of human
resources management and cv selection
Research and analysis of the material for
the public tender for the provision of
translation and interpreting service of the
Irish ministry of justice (publ. April 2005).
Interpreter in court, stations

ADDS ON

FAIRS, SEMINARS, WORKSHOPS AND TRAININGS

BIT Milano 2012/2013/2014/2015;
BTO, Firenze dicembre 2014/2015
Buy Italy Milano 2013;
Web Marketing Festival, Rimini, 2014/2015
Come sviluppare azioni commerciali produttive per l'albergo ", marzo 2015 Ascoli Piceno;
"Adwords per hotel" di Marketing 01, Colli del Tronto, maggio 2015;
Project Management, Oltremeta Civitanova Marche, maggio 2015;
"La reception e il revenue management, " Roma, marzo 2014;
Like Tourism , Ancona aprile 2014;
HackTravel Umbria, con HFarm e regione Umbria (3° posto per il progetto UforU);
Smm Day, Milano giugno 2014;
TTG 2011/2013/2014/2015;
Sia Guest 2011/2014/2015
Pass Norcia, ottobre 2014;
Tourism Strategy, San Benedetto del Tronto, marzo 2014;
Buy Piceno Ascoli Piceno 2013;
Children's Tour Modena 2013;

SEMINARS, WORKSHOPS AS SPEAKER

"Una recensione è per sempre" training session for hoteliers with trivago, Leonardo Prati, Guard social and Wilma Vanni form Review Pro, aprile 2016, Oltremeta Civitanova Marche
" Trivago e il metasearch marketing" sala blu, TTG, ottobre 2015
"La verticalizzazione dei servizi" Master in Event Management. corso in Fenomenologia del contemporaneo, IED Milano Ottobre 2015
Vorrei prenotare una camera" training session for hoteliers with Antonio Maresca and Booking Expert, aprile 2015, Oltremeta Civitanova Marche
"Web Marketing and online distribution" private session for company management, Hotel San Claudio, maggio 2015, Macerata

CUSTOMERS - PARTNERSHIP - SPONSOR- REFERENCE

Isabella Scaccia, industry Manager, Giulia Eremita, Marketing Manager trivago (DE)
Danilo Bitti, business coach, consultant - Oltremeta Civitanova Marche
Pasquale Carelli - Ristoralta S.r.l.
Leonardo Prati - Irene Schillaci - Strawebby
Antonio Maresca - Studio Maresca
Customer:
Dolce Dormire affittacamere Civitanova Marche, Country House Montecorneo Perugia, Dental Clinic Perugia, Fonte Angelica Nocera Umbra, B&B Aelita, Enrico Maria Lattanzi Studio, La Luma Montecosaro, Le Antunne Porto Cervo.