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|  PERSONAL  INFORMATION | **Pierluigi Ridulfo**  |
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|  | 1e Middellendstraat 62B, Rotterdam, 3014 BG |
| 0627043778  |
|  pierluigiridulfo@gmail.com  |
| Skype pierluigi.ridulfo   |
| Sex Male | Date of birth 21/05/1988 | Nationality Italian  |

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| EDUCATION AND TRAINING |   |

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|  08_Heriott Watt university | Master of Science in Marketing (Msc) 08/2014 - 30/09/2016 |  |
| **Edinburgh Business School - Heriot-Watt University**Edinburgh Campus, Edinburgh, EH14 4AS (United Kingdom) My Master Degree includes the following subjects: Principles of Retailing; Services Marketing; ​Marketing Communications; Salesforce Management; International Marketing; Negotiation; Marketing; Marketing Research; Consumer Behaviour |
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| 09_università cattolica   | Bachelor's Degree in Media Languages 08/2014–30/09/2016 |  |
| **Università Cattolica del Sacro Cuore**1, Largo Agostino Gemelli, 20123 Milano (Italy) Three years bachelor in Media Languages – Interfaculty between Economics, Literature and Sociology. |
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**Working experience**

**Agrumaria Corleone s.p.a**

12, Via Salvatore Corleone, 90124 Palermo (Italy)
[www.agrumariacorleone.com](http://www.agrumariacorleone.com/#_blank)

Jr Export Sales

*10/2013 – 12/2016*

The company is my mother’s family business. It involves the processing, manufacturing and exporting of about 75.000 tons per year of citrus fruits, mainly lemons, around the world. I have indeed gone to work with my mum since I was a child; however, I started actively to get involved after my bachelor’s degree in 2013.

I have been doing many things in the company, but because of my knowledge of the English language, my studies and my social skills, I was mostly in the commercial office.

**As a production operator**, I was selecting the fruit at the beginning of the flow and I was helping with the cleaning of the machinery after processing the fruit. Working in the factory as a production operator, surely gave me an important knowledge of all the machines involved in the flow.

**Working in the sales office** I was keeping in continuous contact with the laboratory to accomplish to the client specifications. That gave me basic knowledges of food-technology e.g. I am able to do a PH analisys, antocians, Brix degrees etc. and a quite complete comprehension of the EU norms in reference to allergens and pesticides.

At the sales office I conducted **research and analysis of market data**, using in-house data and secondary data, to implement and change business and logistic strategies. This has allowed me to have a good knowledge of the global market of aromas and essences and the company’s strategy and objectives.

**I was representative of products at many trade exhibitions including:**

-BioFach2013,Dubai
- IFEAT 2013, Singapore

- IFEAT 2014, Rome

- Natural & Organic Products 2015, London

- Natural & Organic Products 2016, London

Taking part to trade exhibitions has allowed me to travel around the world and improved my capacity to prepare before selling. Not to mention, it gave me the chance to create a net of relationships.

I have also participated in the training **courses for auditor of HACCP and BRC procedures** and the course Go International! - Export Business School organised by The UniCredit bank.

**Innovation Marketing**

224-236 Walworth Road, Elephant and Castle, London, SE17 1JE (UK) [www.innovationmarketing.co.uk](http://www.innovationmarketing.co.uk/#_blank)

Salesman

*09/2015 – 12/2015*

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"Door to door" salesman for the development of direct marketing campaigns addressed to companies that want to expand their markets. I sold an average of 15 “Hello Fresh” boxes per week. Hello Fresh is a box with all the measured ingredients and a step by step guide on how to cook the meals.

During this short experience that I had in London when I finished my exams, just before graduating, I practiced my sales techniques and learned how important are time and numbers in relation to the sales you can conclude. I also learned to stay positive anything happens because you never know who is behind the next door.

**Mediaset-TGCOM24**
Palazzo dei Cigni, Milano 2, 20090 Segrate (Italy)
[www.tgcom24.mediaset.it](http://www.tgcom24.mediaset.it/#_blank)

Trainee

*03/2013 - 06/2013*

During my bachelor I was on a three months internship on the all-news channel and website from MEDIASET, one of the main Italian TV distributors.

My main responsabilities were to write articles for the website (up to six articles per day), management of social networks accounts (Facebook, Twitter and Google+); Video-assembly of the "Cronacone", a 10 minutes TV-report that summarizes the main news of the day.

In this internship I had the pleasure to work along with famous journalists and to improve my writing and computer skills.

**L’Urlo**
1, Largo Agostino Gemelli, 20123 Milano (Italy)
[www.lurlogiornale.altervista.org](http://www.lurlogiornale.altervista.org/#_blank)

Editor

*09/2011 - 09/2013*

Voluntary work as a journalist and editor in the academic journal of the Università Cattolica of Milan during my Bachelor's years.

**Carluccio’s**
31-35 Kew Rd, Richmond, Londra, TW9 2NQ (United Kingdom)
[www.carluccios.com](http://www.carluccios.com/#_blank)

Waiting staff

*08/2007 - 04/2010*

Post-high-school experience as a barista first and then as a waiter in a London venue of the famous restaurants.​

PERSONAL SKILLS

Italian native speaker and English speaker. Good knowledge of French and Spanish. Fresh student of the Dutch language.

Digital competences

-Excellent knowledge of Windows and ​Microsoft Office
- Proven ability in research and analysis of market data from the web and the social networks with Google Analytics and other tools​.
- Excellent knowledge of the Wordpress platform used to create and update websites.​
- Ability to promote products and services through social networks​ and *Google Ads*.
- Proven ability in the use of Polymedia platform, Dalet and iNews, softwares used when I was working as a journalist.

Hobbies I love reading news and novels, my favorite articles are business and politics, my favourite books talk adventures. I play guitar and I enjoy listen to the music. I also love cinema specially when shared with friends and Pizzas☺