

PERSONAL INFORMATION

Laura Cigolini Gulesu

Sex F | Date of birth 05/10/1990 | Nationality Italian

WORK EXPERIENCE

(October 2017 - today)

Solicitor Apprentice, Avvocato Praticante iscritto al Registro degli Avvocati Praticanti dell'Ordine degli Avvocati di Rimini (a 18-months internship that law school graduates are required to complete before being admitted to the bar exam)

Studio Legale Iannaccone Della Vittoria, Rimini

- attending court hearings, producing deeds and legal acts under supervision, clerk
- Business or sector** Legal

(November 2016 - today)

Examiner, Esaminatore per Certificazione PHYL® (AJA)

- administering and overseeing exams for the certification of operators "Operatore PHYL® Yoga" under the direction and supervision of AJA Registrars Europe s.r.l.

Business or sector Certification

(2013 - today)

Production Assistant to the Creative Director

Golden S.a.s., Cervia (Marketing and Product Communication Consulting)

- product communication strategies definition
- online and offline communication tools implementation
- brand development
- brand management
- corporate communication strategies implementation
- social media communication strategies implementation
- strategic communication plans creation

▪ Main Clients:

- Technogym
- Gruppo Cefla
- Ceres
- Fendi Casa - Luxury living
- Gianvito Rossi
- Pilot
- EIFIS editore
- Gruppo Maggioli

Business or sector Marketing and Communication

(2011 - today)

Social Media and Communication Strategist

EIFIS Editore S.r.l., Cervia

- creation and management of social network profiles for the publishing house. Scheduling, writing and management of posts.
- livetweeting for special events:
 - Congresso Europeo di Yoga della Risata 2014
 - Beautiful Day 2015
 - Joy Day 2015
 - Tempo di Libri 2017
 - Joy Day 2017

- (2011 - today) Business or sector Marketing and Social Media
Legal Consulting
 Golden S.a.s, Cervia

 - legal consulting (production of agreements and deeds)
- (2010 - today) Business or sector Legal
Legal Consulting
 PHYL yoga, Cervia

 - legal consulting (production of agreements and deeds)
- (2010 - today) Business or sector Legal
Legal Consulting
 Skymax D.g. Soc. Coop., Cervia

 - legal consulting (production of agreements and deeds)
- (2010 - today) Business or sector Legal
Legal Consulting
 EIFIS Editore S.r.l., Cervia

 - legal consulting (production of agreements and deeds)
- (2009 - today) Business or sector Legal
Coordinator of Translation Team
 EIFIS Editore S.r.l., Cervia

 - supervision, editing and coordination of a team of translators employed by EIFIS Editore.
- (2009 - today) Business or sector Translation
Foreign Rights Negotiation
 EIFIS Editore S.r.l., Cervia

 - contractual and financial negotiations of foreign rights acquisition for the publishing house, both during Book Fairs and in the follow up phase.
- (2006 - today) Business or sector Marketing and commercial
Interpreter
 self-employment

 - I have been working as an interpreter during book tours, lectures and short conferences, seminars and conventions, as well as a personal interpreter and assistant to authors and speakers during their stay in Italy. I have worked with:
 - Master Choa Kok Sui
 - Charlotte Anderson
 - His Holiness Swami Radhanath
 - Sharon Gannon
 - Dr. Zhi Gang Sha
 - Madan Kataria
 - Gary Quinn
 - Amelia Kincade
 - Tim Braun
- (2004 - today) Business or sector Translation
Translator
 EIFIS Editore S.r.l., Cervia

- Editorial translation:
 - Miracoli possibili Miracoli Possibili, by Master Choa Kok Sui
 - Autodifesa Psicica per la Casa e per l'Ufficio, by Master Choa Kok Sui
 - Induismo Rivelato, by Master Choa Kok Sui
 - Raggiungere l'Unione con l'Anima Superiore, by Master Choa Kok Sui
 - L' Esistenza di Dio è Autoevidente, by Master Choa Kok Sui
 - Vivere lo Yoga, by Sharon Gannon
 - Bellezza Bio, by Stephanie Tourles
 - La fonte della ricchezza, by Torkom Saraydarian
 - Parlare con gli Animali, by Amelia Kinkade
 - V is for Vegan, by Ruby Roth
 - Elephant Prince, by Amy Novesky
 - Ricette per la Gioia, by Sharon Gannon
 - Rivelazioni, by Tim Braun
- Business or sector** Translation

(2012 - 2015)

Accounting

EIFIS Editore S.r.l., Cervia

- support to and collaboration with the Head of Accounting, in taking care of basic accounting and bookkeeping.

Business or sector Accounting

(2008 - 2011)

Brand and In-Store Communications

Novelune, Cervia (Natural and Organic Health Store)

- brand communication (Novelune) in relevant trade fairs, in organic produce and lifestyle trade fairs, and through Novelune's own e-commerce. (Creation of dedicated newsletters)
- In-store communication: finding improved solutions to present and position products inside the store, also by organising customised short conferences and presentations.

Business or sector Marketing and commercial

(2008 - 2011)

E-commerce

Novelune, Cervia (Natural and Organic Health Store)

- creating product sheets and selecting which products to assign to the home page; formulation of promotional offers.

Business or sector Marketing and commercial

EDUCATION AND TRAINING

(June 2017)

2017 Venice School of Human Rights

EIUC European Inter-University Center for Human Rights and Democratisation, San Niccolò, Italy

(13 October 2015 -10 May 2016)

Executive Master Agorà in Marketing Strategico e Operativo (Operational and Strategic Marketing)

CTC Bologna - Centro Tecnico del Commercio - Azienda Speciale della Camera di Commercio di Bologna

- Customer experience
- Marketing Mix
- Consumer Behaviour
- Quality Function Deployment

(April - July 2016)

Social Media Factory Milano + Online Master in Social Media Marketing

Ninja Academy, Milano

- Social Media Strategy
- Social Media Monitoring, ROI & Analytics
- SEO for Social Media
- Organization, Tools & Policy
- Social Media Management

- Social Media Advertisement & Performance Marketing
- Content Strategy
- Integrated Social Media Planning
- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Instagram
- Pinterest
- Snapchat & WhatsApp
- Social Media Trend

(2009 - 2014)

Laurea Magistrale in Giurisprudenza

Alma Mater Studiorum - Università di Bologna - Facoltà di Giurisprudenza, Dipartimento di Ravenna

(2004 - 2009)

- 5 year, single cycle combined undergraduate and postgraduate degree in Law

Italian Secondary School Diploma: Maturità Classica

Liceo Classico Dante Alighieri, Ravenna

PERSONAL SKILLS

Mother tongue(s)
Other language(s)

Italian					W R I T I N G
	UNDERSTANDING		SPEAKING		
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Cambridge English Level 3 Certificate in ESOL International (Proficiency) - European Level C2					

Communication skills

- good communication skills gained through my experience as interpreter, often functioning as personal assistant for international speakers during visits and book tours.
- good listening skills gained through my experience as production assistant.

Organisational / managerial skills

- translation skills: varied genres and kinds of book and written production (technical jargon, novels, manuals) from English to Italian and from Italian to English. This was developed through years of experience as translator, interpreter and managing a translation department.
- leadership (currently responsible for a team of 4 people).
- public relations and relationship building as well as handling of visiting authors (i.e. during book tours).
- editing and proofreading.
- compiling and formulating written agreements for intellectual property matters.
- prioritizing and managing crisis situations, gained through my experience as production assistant.

Digital skills

c				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Independent user	Proficient user

SELF-ASSESSMENT

- good command of office suite (word processor, spread sheet, presentation software)
- good command of MAC OS suites (pages, keynote, numbers)
- good command of video editing software gained through use and study of social media
- good command of e-commerce software

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- basic skills of computer programming (Ruby, C++, C, HTML)

Driving licence B

ADDITIONAL INFORMATION

- Memberships
- Member of Consiglio Nazionale of SINAPE Felsa Cisl (2017-today).
 - President of Associazione PHYL Yoga (November 2017-today)

ANNEXES

- copies of degree and qualifications.