

ALICE NENCINI

SALES, MARKETING AND COMMUNICATION

I am an eclectic person and professional who always wants to learn something new. I have been the first employee in a start-up company and thanks to that I have experienced a cross-sector approach to work. I worked closely with the CEO in starting up the company, developing the business, managing human resources, and helped with company accounts and finance. I also managed all the due diligence processes for the company acquisition by the new property. But mostly I dealt with words, both written and spoken, which is the thing I like the most.

I am convinced that companies can do business with social responsibility as a goal.

WORK EXPERIENCE

Sales, Marketing and Communication

Windkinetic, a company of Friem Group | Prato
Renewable Energies

Nov 2015 - Jun 2021

- Conducted activities of B2B, including offers and sales documents, business development, and market research
- Attended exhibitions, conferences, and events, as a panelist and as a sales representative, in Europe, Asia, and Africa
- Managed company marketing and communication, including newsletters and press releases
- Managed social media and made editorial plans, copywriting, and website content
- Assisted former CEO

Junior Sales and Customer care officer

Baldiflex | Quarrata (PT)
Manufacture company

Apr 2014 - Oct 2015

- B2B and B2C sales
- Elaborated offers and replied to customers inquiries
- Attended events and exhibitions in Italy
- Translated in 4 languages the website

Funding and Local Development Junior officer

Eurosporello Confesercenti | Florence
Services

Apr 2013 - Apr 2014

- Assisted companies in finding local, national, or international public funding opportunities
- Helped filling tender applications
- Made reports and balance sheets

Conference assistant

La Pietra Corporation, home of New York University | Florence
Services

May 2010 - Aug 2013

- Planned and organized conferences and events
- Budgeted events
- Managed operations
- Chaperoned speakers and guests

SKILLS SUMMARY

- Open attitude
- Well organized and problem solving oriented
- Project Management
- Team player
- Proactivity and decision
- Ability to adapt and flexibility

IT SKILLS

- OS: Windows, Linux, macOS
- Software: Office, Microsoft Project, Primavera, Team System
- Web: Wordpress, elements of SEO, social media management
- Graphics: Canva, Gimp

LANGUAGES

- Italian: Mother tongue
- English: C2
- French: C1
- German: B1
- Spanish: A2

INTERESTS AND HOBBIES

- Books, in particular novels, especially British literature
- TV series and documentaries
- Music
- Hiking
- Yoga

EDUCATION

Executive Master in Digital Marketing
24Ore Business School | Sep 2021 - ongoing

Advanced Training Course 2019 | Deployment of renewable energy solutions: challenges and opportunities
Enel Foundation, SDA Bocconi, Politecnico di Milano

Master's Degree in International Relations and European Studies
Università degli Studi di Firenze | 2010 - 2013
110/110

Bachelor's Degree in International Studies
Università degli Studi di Firenze | 2006 - 2010
98/110

High School Diploma
Liceo Linguistico, ITCS F. Pacini, Pistoia | 2001 - 2006
95/100