

**EUROPEAN
CURRICULUM VITAE
FORMAT**



PERSONAL INFORMATION

Name **SALIMBENE ALESSANDRA**
Address **CORSO MILANO 11**
Telephone **+ 39 0141 279020** Mobile **+39 334 6727073**
Fax **+39 0141 1840124**
E-mail alessandra@srcomunicazione.it
Codice Fiscale **SLMLSN75H43A479I**

Nationality **Italian**
Date of Birth **03 June 1975**
Gender **Female**

WORK EXPERIENCE

- Dates (from - to) **2012**
- Name and address of the employer **SMAU BUSINESS - Milano**
 - Type of business or sector **Fiera specializzata**
 - Occupation or position held **Relatore agli eventi di Bari, Roma, Bologna, Padova**
- Main activities and responsibilities **Fidelizzazione del cliente e nuove tecnologie di comunicazione per il retail marketing**

- Dates (from - to) **2007 - now**
- Name and address of the employer **Sr Comunicazione Srl – corso Einaudi 106 – 14100 Asti**
 - Type of business or sector **Web Agency, Professional Training and Advertising**
 - Occupation or position held **Owner and CIO**
- Main activities and responsibilities **Project management, Administration, Human Resources, Business Development**

- Dates (from - to) **2000 - 2007**
- Name and address of the employer **Near New Media Agency Srl – Fr. Quarto Inferiore 6 – 14100 Asti**
 - Type of business or sector **Web Agency, Professional Training and Advertising**
 - Occupation or position held **Owner and CIO**
- Main activities and responsibilities **Project management, Administration, Human Resources, Business Development**

- Dates (from - to) **2000 - 2007**
- Name and address of the employer **Near Snc – Fr. Quarto Inferiore 6 – 14100 Asti**
 - Type of business or sector **Web Agency, Professional Training and Advertising**
 - Occupation or position held **Owner and CIO**
- Main activities and responsibilities **Project management, Administration, Human Resources, Business Development**

- Dates (from - to) **January – February 2005**
- Name and address of the employer **Hoepli - Milano**
 - Type of business or sector **Writer**
 - Occupation or position held **Author of the book WEB EDITING – Collana HOEPLI INFORMATICA**
- Main activities and responsibilities **Author of the book WEB EDITING – Collana HOEPLI INFORMATICA**

- Dates (from - to)
- Name and address of the employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

2001-2002
 Edizioni Star Comics – Perugia
 Publishing
 Editor in chief
 Magazines: EGM Italia, Star Games, Star Playstation

- Dates (from - to)
- Name and address of the employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

2000-2003
 Scuola Politecnica di Design – Milano
 Master Post Laurea in Web Design e Visual Design
 Teacher
 “Web Tools” class

EDUCATION AND TRAINING

- Dates (from - to)
- Name and type of organisation providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded

1990 – 2010
 Università degli Studi di Torino

 Scienze della Comunicazione

 Completati gli esami, in attesa di presentazione della tesi (laurea quinquennale, media 30/30)

- Dates (from - to)
- Name and type of organisation providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded

2007
 LUISS BUSINESS SCHOOL

 Project Management

 Master

- Dates (from - to)
- Name and type of organisation providing education and training
- Principal subjects/occupational skills covered

2011
 The Learning Institute, Wedmore Somerset BS28 4PA, UK

 Image Consulting Training

- Dates (from - to)
- Name and type of organisation providing education and training
- Principal subjects/occupational skills covered

2011
 Istituto di Comunicazione Analogica - Milano

 Corso Base di Comunicazione Analogica

PERSONAL SKILLS AND COMPETENCES

Acquired in the course of life and career but not necessarily covered by formal certificates and diplomas..

MADRELINGUA

ITALIANA

ALTRE LINGUA

INGLESE

- Capacità di lettura
- Capacità di scrittura
- Capacità di espressione orale

Eccellente
 DISCRETO
 BUONO

SOCIAL SKILLS

AND COMPETENCES

Living and working with other people, in multicultural environments, in positions where communication is important and situations where teamwork is essential (for example culture and sports), etc.

ORGANISATIONAL SKILLS

AND COMPETENCES

Coordination and administration of people, projects and budgets; at work, in voluntary work (for example culture and sports) and at home, etc.

TECHNICAL SKILLS

AND COMPETENCES

With computers, specific kinds of equipment, machinery, etc.

ARTISTIC SKILLS

AND COMPETENCES

Music, writing, design, etc.

OTHER SKILLS

AND COMPETENCES

Competences not mentioned above.

DRIVING LICENCE(S)

HO UNA PROPENSIONE PERSONALE ALLA LEADERSHIP E ALLA GESTIONE DEI GRUPPI DI LAVORO CHE HO APPROFONDITO CON ANNI DI STUDI, SEMINARI, TESTI E CON LA FREQUENTAZIONE DEI CORSI DI STEFANO BENEMEGLIO E DELL'ISTITUTO DI COMUNICAZIONE ANALOGICA DI MILANO.

CONOSCO LA COMUNICAZIONE PERSUASIVA, LA COMUNICAZIONE NON VERBALE E VERBALE E LE BASI DELLA COMUNICAZIONE IPNOTICA.

HO SEMPRE OPERATO COME IMPRENDITORE, GESTENDO GRUPPI DI LAVORO E DI PROGETTO. CONOSCO I PRINCIPI DELL'ORGANIZZAZIONE AZIENDALE, DELLA PROGETTAZIONE DI SISTEMI INFORMATIVI INTERNI.

HO SEGUITO DIVERSI CORSI DI TIME MANAGEMENT E UTILIZZO QUOTIDIANAMENTE IL METODO GTD PER LA GESTIONE DEL MIO TEMPO.

HO UNA CONOSCENZA APPROFONDATA DELL'UTILIZZO DEL PERSONAL COMPUTER, CON SISTEMI OPERATIVI WINDOWS, MACINTOSH E LINUX.

HO CONOSCENZA APPROFONDATE IN AMBITO DI:

- PROGETTAZIONE WEB
- SVILUPPO APPLICAZIONI COMPLESSE ON LINE, COMPRESI PROGETTI DI E-BUSINESS, E-COMMERCE E ON LINE COLLABORATION
- PROGETTAZIONE DATABASE
- SISTEMI DI COMUNICAZIONE MOBILE
- PROGRAMMAZIONE IN PHP IN AMBIENTE LAMP
- HTML, CSS, DHTML
- UTILIZZO PACCHETTO OFFICE, ADOBE PHOTOSHOP, DREAMWEAVER
- PRINT WORKFLOW, PRE-PRESS

HO STUDIATO PER OLTRE 10 ANNI PIANOFORTE IN ETÀ GIOVANILE, CONSEGUENDO I SEGUENTI TITOLI PRESSO I CONSERVATORI ITALIANI:

- COMPIMENTO MEDIO DI PIANOFORTE (QUINTO ANNO)
- LICENZA DI TEORIA E SOLFEGGIO
- LICENZA DI STORIA DELLA MUSICA
- LICENZA DI ARMONIA

OPERO DA SEMPRE NEL CAMPO DELLA CONSULENZA E DELLA FORMAZIONE, HO COMPETENZE PROFESSIONALI DI PUBLIC SPEAKING.

PATENTE DI GUIDA DI TIPO A