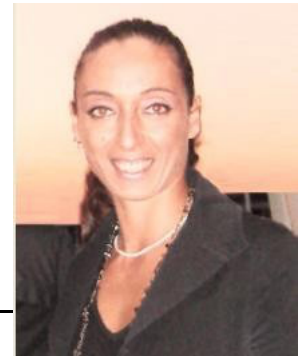


CURRICULUM VITAE : **Laura Mangraviti**

Born in Messina – October 6th, 1979. Italian. Resident in France
Address: 53 Rue Rossini, Nice. B License – Vehicle.
Mobile : +33 0698540349 / +39.3479031094. Email : l_aurea@yahoo.it
LinkedIn: <http://www.linkedin.com/in/lauramangraviti>



Summary

Italian, 44 years old, 4 languages, 12 years in communication and public relations, 8 years in international events management, 5 years in the yachting industry.

I have spent the last 20 years in communication and events, moving from 360 ° media and PR relations management in international agencies (12 years), to organizing international events (8 years) for high-end and reputable brands, such as Club Med Meetings & Events, Radisson and Monaco Yacht Show. I have always reached and exceeded the economic objectives set (Monaco Yacht Show: Harbor visibility, + 251%; ADV + 13%; access package + 50%; private events + 50%. Meeting & Events by Club Med, + 241%).


I have been working in the yachting industry for 4 years, including 3 years at the Organizing Committee of the Monaco Yacht Show, where I acquired a wide familiarity with the luxury and yachting players and with its commercial and logistic community.


Master in Public Relations (marketing communication). Degree on Interpreter and Translator (English-Italian-French). Specializations in Australia and France.


I am enthusiastic, motivated, meticulous and determined by nature. Among my other qualities: reliability, initiative, resistance to stress, organizational skills, leadership, problem solving. Mobility. I love the arts (theater, dance, painting, sculpture, cinema), the direction of big shows (opera, musical, ballets, olympic games), travels, outdoor sports (trekking, horse riding, diving).


Job positions


- February 2022 – Courant. **Spencer Ship Monaco**, Monaco, Monte-Carlo.
Sales and Marketing Manager. New boats sale, luxury yacht brokerage (research, listing, promotion, sending information, customer relations), yacht charter assistance, distribution and services. Personal Assistant to CEO, Office and Administrative Management. Event organization (trade, social, boat shows). Marketing management, Web and Social Media management, Graphic design, press relations, Problem solving.
- February 2019 – January 2022. **Monaco Yacht Show**, Monaco, Monte-Carlo.
Project Manager. Sales representative in charge of 200 exhibiting companies: qualification of requests, assessment of needs and logistical support. Clients relation. Development of the commercial offer and communication tools. Participation in the logistical organization of the Show. ADV sales. Private events organization. Event Insurance, Flags and upgraded services sales, Communication to Monaco Residents and local facilities (DPUM, CAM, Parkings). Management and sale of Visibility Rights in the Port during the Show. Management and marketing of new projects (V&L Pass, M&E, Yacht Design & Innovation Hub, Green). Achievements: Harbor Visibility: +€61.530 + 251% vs 2018. ADV: +13% vs 2018. V&L: + € 38.000. M&E: + € 4.000.
- May 2018 – Dec 2018. **Fragonard Riviera Sarl**, Usine Laboratoire in Eze Village, France.
Brand Ambassador involved in raising brand awareness and increase sales in Eze Laboratory Factory, by promoting products, and history of parfum and production techniques. Lead guided tours in 4 languages (English, French, Spanish and Italian) to groups (vips, professionals, tour operators).

 • May 2017 - May 2018. **Radisson Blu Hotel**, Terme Spa & Golf Resort – Galzignano, Padova, Italy.
Director of Meetings & Events. Sales and contracting process. Meetings with the Revenue department in order to review and discuss rates and commercial strategies. Business development. Implementation of best practices and integration of procedures. Coordinating with all the operational departments involved in the event, event follow up and final invoicing. Team management.


 • April 2013 – Oct 2016. **Meetings & Events by Club Med**
* July – Oct 2016. Director M&E, Ixtapa Pacific, Mexico. Business results: Summer 2016, exceeded in 2 months
* May 2015 – June 2016. Director M&E, Cancun, Mexico. Business results: Winter 2016, exceeded + 240%
* April 2013 – April 2015. Coordinator M&E, Opio en Provence, France.
Director of Meetings & Events (and Local Marketing). Ensure the quality of welcome and services provided to the groups, with perfect knowledge of the Village. Ensure the follow-up of the groups' programs and the fair application of the contract's articles. Be the main contact between the Village and the Client Company. Manage and train team. Ensure the operations' economic and qualitative results. Implement dynamic local sales to groups to optimize financial objectives. Design a sales offer adapted to the Village. Respond to local requests and develop local turnover.


 • Nov 2011 – May 2013. **Encanto Public Relations s.r.l.** – Milan, Italy.
Communication Manager. Client portfolio management, team coordination, development of new communication project and new business. Press Office, media specialist, events, public affairs, Digital PR & Social. Internal communication. Crisis communication. Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.

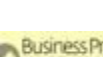
 • Oct 2010 – Oct 2011. **Emmecci Communication s.r.l.** – Milan, Italy.
Communication Manager. Events, Media Relations, Digital PR & Social Media activity, Digital marketing, Barter, New Business, Strategy and Analysis. Interviews and editing for **Oracle** success histories. French Press Agent for **Universal Electronics** and **One For All** brand, in France and Italy. Daily and ad-hoc client consultancy about market/competitive activity and developments.

 • Feb 2006- Feb 2010. **Pleon s.r.l. – International PR Agency** – Milan, Italy.
Senior Communication Manager. Communication coordination with international network for cross-countries clients. Pan-European press office activity, internet PR, digital marketing, audit, newsletters, press and opportunity monitoring for coverage of clients. Corporate Internal Communication. Lead development of new and existing internal communications vehicles, including newsletter, trainings, awards, drafting content, designing visual layout and establishing process for soliciting and suggesting content ideas and strategic messages. Market research studies and analysis of their findings, competitive positioning for message developments

• Nov 2007- Jan 2010. **International Account Management of Pleon Europe Board**.
Italian Delegate. Focus on developing, creating, co-ordinating and managing pan-European and multi-country communication programs and award winning campaigns for clients who want to play on the European stage.

 • Feb 2004 – Jan 2006. **Text 100 – Global Technology PR Network** – Milan, Italy.
Communication Executive. Developing successful relationships with business, trade, channel, TLC and IT media, ensuring a quick and effective response to their enquiries and requests. Event management for company's presentation, internal meetings, press conferences, roadshows, trade fair, workshops, roundtables, press trip, seminars, congress, incentive. Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.

 • Jan 2003 - Jan 2004. **Weber Shandwick Italy – International PR Network** – Milan, Italy.
Communication Executive. Corporate/ICT Practice + Entertainment Practice: Press relations, editing of PR materials (corporate positioning and messages, press kit, position paper, backgrounders), media relations, events organization. Photo session, VIP management, products launch.

 • May 2002 – August 2002. **Business Press srl – International Public Relations Agency** – Milan, Italy.
Junior Communication Executive. Press relations, editing, media relations, product test, and events.

Projets



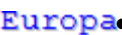
- Jan-Feb 2006. **XX Winter Olympic Games** – Turin, Italy.

International Press Operations – Ice Hockey. Media relations, press assistance and brand protection at the Press Tribune, Mixed zone, Press Conferences, Press rooms, and Training fields.



- Sept-Oct 2002. **Seebeyond srl** - eBusiness and Application (eAI) - Milan, Italy.

Marketing Assistant. Company and product positioning. Market analysis focused on new development strategies. Database management.



- Mars-Sept 2001-. **Hotel Europa (4*)**, Marina di Vasto (CH), Italy.



Hospitality Management, Customers Care and Marketing Assistant. Customers and providers management, meetings and events organization, HR management.

- Sept 1999 – Sept 2001. **City of Vasto Municipality and “G.d’Annunzio” University**, Chieti, Italy

Marketing Assistant. Accounting for the Municipality and the University Administrations, events and services management. Support to the Public Administration operations. Organization of “Vasto Film Festival” on August 2000 and 2001. Twin project management realized with “City of Perth” Administration and its Deputy Lord Mayor, Michael Sutherland, and with Italian/Australian culture organizations in Perth.

Studies

- 2002. Master on European Public Relations - Ateneo Impresa S.p.A. — Rome
- 2001. Degree on Translation and Interpretation (English-French), D'Annunzio University – Chieti, Italy
- March-June 2011: Business Arabic Language, Commercial Chamber, Milan, Italy
- January-March 2001: French language trainingship, Université de Nantes, Nantes, France
- October-November 2000: Business English trainingship, University of Western Australia, Perth, AU
- August 1999: English language trainingship, EF International School of English, Malta.
- July 1997: French language trainingship, Ecole Centrale Arts et Manufact., Châtenay Malabry, Paris, France

Additional info

Languages: Italian, French, English, Spanish

Computer literacy: Windows systems, Macintosh systems, Ms Office, Internet applications. “Digital Excellence by GOOGLE”, by GOOGLE. “Web & Social Marketing Hotel & Turismo 2.0”, by eMagister.

Other: FISE equitation patent. Boat license. PADI and N.1 scuba diving patent. Member of FERPI (Italian Federation of Public Relations).