

LUCA MANULI

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PROFESSIONAL EXPERIENCES

Jul 2021 – today	Procter&Gamble Italia – Trade Marketing Senior Manger • Worked on: Head&Shoulders, Pantene • Brand Go To Market & Strategy, Data Analysis, Sales Forecast, Budget	Rome, Italy
Jul 2018 – June 2020	Procter&Gamble Italia – Category Development Manager • Worked on: National Banners, Commercial Negotiation, Contractual Agreements	Rome, Italy
Mar 2017 – Jun 2018	Procter&Gamble Italia – Store Account Representative • Worked on: Sales, In store implementations, MH Coordinator	Treviso, Italy
Oct 2016 – Feb 2017	Procter&Gamble Italia - Trade Marketing Intern • Worked on Home Care: Sales Analysis, Go to Market, SFT data Analysis	Rome, Italy
Apr 2016 – July 2016	Vodafone Italia - Digital Marketing Intern • Worked on: Sales Analysis, A/B tests, Outbound communication, Website maintenance	Milan, Italy
Sep 2014 – Dec 2014	Food Panda Malaysia (Rocket Internet) - Business Development Manager • Worked on: business development, market analysis, promotion, web marketing, sales	JB, Malaysia

EDUCATION

Sep 2013 – Apr 2016	Bocconi University - Master of Science in Marketing Management • Graduation grade: 110 Cum Laude Final Work: "Place Branding Strategy to Implement non-seasonal Tourism. The case of Taormina."	Milan, Italy
Feb - Jun 2015	Fundação Getulio Vargas - Exchange Program • GPA: 29,5 Courses: Global Management, Social Media Marketing, Human Capital, Social Innovation	Sao Paulo, Brazil
Sep 2010 - Sep 2013	Bocconi University - Bachelor of Business Administration and Management • Graduation grade: 102/110 Final Work: "Customer satisfaction and customer loyalty management. The Four Seasons case"	Milan, Italy
Jan - May 2013	University of Illinois - Exchange Program • GPA: 28 Courses: International Business, Marketing, International Financial Market, Marketing Research	Urbana - Champaign, USA

EXTRA CURRICULAR ACTIVITIES

Sep 2013 – Jun 2014	Bocconi Students for Fashion - Member of the event team • Worked on a promotional partnership with Uber	Milan, Italy
Sep 2013 – Jun 2014	Agorà Bocconi Students - Vice-president and co-founder Association goal: Dynamic debate with important personalities about their personal history. • Organized an event with Susanna Camusso (leader of the most important Italian union)	Milan, Italy
Sep 2008 – Jul 2010	Liceo Classico Santa Maria di Gesù Redentore - Student representative • Organized 5 events • Instituted a periodical cultural debate with the presence of a guest speaker	Taormina, Italy

LANGUAGE KNOWLEDGE

Jul 2011	ITALIAN: Mother tongue ENGLISH (Fluent): IELTS, score: 7/9 (Dec 2011) Basil Paterson institute: <i>Summer course</i>	I Edinburgh, Scotland
Jun - Jul 2004 - 2006	Moyle Park college: <i>Summer course</i>	I Dublin, Ireland
Jul 2012	SPANISH (Intermediate): University Exam, Score: 30/30 (B2) (Jun 2013) Don Quixote school: <i>Summer course</i>	I Valencia, Spain

COMPUTER SKILLS

Spss Statistics:	Professional knowledge of the software - Excellent data interpretation (Market research project 30/30)
Office package:	Professional knowledge of Excel, PowerPoint, Word
Operating system:	Excellent knowledge both in Windows and Mac OS. European computer driving license (February 2010)

ACTIVITIES AND INTERESTS

SPORTS: Advanced diver (PADI), Agonistic Tennis & Football, Amateur Volleyball & Basket player
TRAVELLING: Lived in Italy, Ireland, Scotland, Spain, US, Malaysia, Brazil – "World is like a book, who doesn't travel only knows one page of it" *S. Agostino*

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