

PERSONAL INFORMATION



Gianluca Cappellini

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Gender M | *Date of Birth* 06/12/1970 | *Nationality* Italiana

WORK EXPERIENCE

From 2015 **Sales Manager Bmw & Mini**

Birindelli Auto S.r.L (Viale P. Togliatti, 79 – Sovigliana di Vinci - Empoli).

- Business Management, achieving sales targets, share and P / L assigned
- Managing assets assigned to the business
- Business development by establishing trade agreements and partnerships
- Trade promotion activities
- Planning of local marketing activities

Business or industry - Automotive / Luxury Retail

From 2011 to 2015 **Web Design, Web Marketing and SEO Specialist**

Cosmos Network (Lungarno del Pignone 15, 50142 Firenze).

- Design and implementation of customized websites for customer
- Web marketing e Digital marketing
- Optimization of Search Engines (SEO) to improve the visibility of the customer in Internet
- Management of the assets of social media customer marketing

Business or industry - Computers / Internet Services and Consulting

From 2005 to 2011 **Organization of Promotional Events and Training for Bmw and Mini Italy**

Car Driving School "GuidarePilotare di Siegfried Stohr" (47843 Misano Adriatico, RN).

- Organizing events to launch new products at the national level
- Promotional stand logistics and selection of test drive cars
- Event Budget Management
- Responsible for the event staff
- Training for sales force

Business or industry - Event Organization

From 2002 to 2011 **Driving Instructor**

Car Driving School "GuidarePilotare di Siegfried Stohr" (47843 Misano Adriatico, RN).

- Responsible for training and management of practical driving exercises
- Training of circuit sporty driving techniques
- Communication training

Business or industry - Safe and Sporty Car Driving School

From 1996 to 2001 **Driving Instructor**

Freelance for: Speed Control, Guidare Sicuro, GLEO, Guida&Sicurezza.

- Training for safe and sporty driving techniques

Business or industry - Safe and Sporty Car Driving School

From 1989 to 2001

Sales and Agent

Accessory store car OMP Florence. Agent of products for businesses Imasaf e Bardahl.

Business or industry - Automotive

EDUCATION AND TRAINING

2012

Web Marketing Certification and SEO Specialist

National Course "Madri" for Operational Marketing

1989

Technical Institute for Surveyors – 5 years

A.Gramsci, Prato

PERSONAL SKILLS

Mother tongue

Italian

Other language

English

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
B1	B1	B1	B1	B1

Organisational / managerial skills

Planning and organizational skills, developed through many experiences as head of events.

Skills and management experience, developed as a manager in the field of groups of people and budget management.

Communication skills

Aptitude for interpersonal relationships, and developed skills used in the workplace with direct experience in sales and operations in the group.

Excellent communication skills and team spirit, developed through the instructor work and perfected with several specific training courses.

Digital competence

Good attitude and strong motivation for computer applications.

Knowledge developed through basic self-taught (manuals consultation Dos / Windows) and improved through training courses and work activities:

- O.S Apple OS X , iOS e Windows.
- Software Adobe e Phase One
- Software CMS Wordpress and Prestashop
- Software Office and iWork
- Software CMD Technologies, EVC-Winols and ECM.
- Software ARCO
- Software AS400
- Software Autoline

Other skills

Professional Photography.

Motoring Racing Activity "C.I.V.T" Campionato Italiano Velocità Turismo in circuito.

Amateur Motorcycle Racing .

Driving licence

A, B, C, D

ADDITIONAL INFORMATION

- 2016 IVASS Professional training – AC Training S.r.L
- 2013 Photography - "Lighting management in the portrait", "Management of natural light."
Software - Photoshop upgrade "Advanced Photo Editing."
- 2012 Software – Photoshop upgrade "Photo Editing"
- 2008 Communication - "Self-interactive" Seminar at "CID-CNV" Institute of Psychology Analog and Dynamic Hypnosis.
- 2006 Software - "Engine Control Systems" at Magneti Marelli
- 2005 Management Training - "Public Speaking Advanced" at Metaconsulting.
- 2002-2003-2004 Communication - "P.N.L - Neuro Linguistic Programming" at Metaconsulting.
- 1998 Software - "Web Designer" at IDI Computer Florence.
- 1992 Driving – Federal School CSAI

Personal Details I authorize the use of my personal data pursuant to Legislative Decree 30 giugno 2003, n. 196 " Code regarding the protection of personal data ".