

Considerable experience in Marketing, both as Copywriter and Project Manager. A proven record of analyzing targets and publishing contents to achieve goals. An effective communicator with good leadership and analytical skills. **1**

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LEADING, COACHING & MENTORING

- Leadership skills and ability to manage challenging behaviour in an effective way.
- Mentoring various members of the staff through Initial Training, as well as their first line management posts; coaching, developing and supporting staff having personal issues and/or work problems.
- Providing ongoing training to interns.
- Decision making regarding marketing priorities, project budgets and staff recruitment.

COMMUNICATION

- Excellent written and verbal communication skills; able to explain subject materials to students having mixed abilities and backgrounds.
- Establishing and keeping positive relationships with fellow professionals, as well as student's parents.

PROJECT MANAGEMENT **2**

- Designed and implemented a new company intranet site.
- Initiated a pilot project with local Connexions Services, providing help and support with careers guidance and work experience placements for students.
- Organising and supervising after-school activities, including educational visits, sports events and school recitals.

EXPERIENCE **3**

Marketing Director 2016 - 2017	Corsidia
Project Manager 2014 - 2016	WorldBridge
Digital Marketing Teacher 2010 - 2014	ACMEducation

QUALIFICATIONS

One-Year Master's Degree in International Communication (MIC) (2009)

3 A Levels English Language (B), English Literature (B), French (B).

8 GCSEs Grade A to C

TRAINING

- Various Digital Marketing trainings, including Google Analytics and Adwords Certificates.
- Field-related learning and development – privacy and children protection on the Internet, compliance to the EU legislation on cookies.
- Various IT training courses, including the European Computer Driving Licence.
- First aid qualifications.

ADDITIONAL INFORMATION

Full, clean driving licence
Language skills – fluent in French, conversational Spanish.

INTERESTS

Sports – taking part in a range of sports, both indoor and outdoor, such as ski, rock climbing and diving.
Fundraising co-ordinator for local children’s charities.

REFERENCES

Available on request.

Note

- 1 Questa tipologia di CV non si focalizza su particolari ruoli professionali. Mette in luce le capacità “trasferibili”, subito spiegate sotto l’intestazione. Spiega chiaramente al datore di lavoro quello che Lara potrebbe portare all’azienda.
- 2 Lara può cambiare l’ordine delle sezioni a seconda del tipo di lavoro per cui si sta proponendo.
- 3 Questa sezione parla nel dettaglio dei lavori svolti, del nome delle aziende, dei periodi, ma in maniera meno prominente rispetto ad un Performace CV.

Credits: **Federico Marte**, WorldBridge



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