

Camilla Lanata

The Cottage, 16 Heslington lane, York YO10 4LR
Email: c.lanata90@gmail.com Mobile: 07710455040
LinkedIn: www.linkedin.com/in/camillalanata

Education

2016 - 2019 BSc (Hons) Marketing, University of York

Grade: First Class Honours (with Distinction)

- Awarded a prize from The York Management School for being the Highest Achieving Final Year BSc Marketing
- Awarded a prize from The York Management School for being the Highest Achieving Second Year BSc Marketing student
- Modules include – Essentials of Marketing & Communication, Consumer Behaviour, Research & Analytics in Marketing, Branding Strategies, Business Planning, Ethical Marketing, Cross-Cultural Marketing Management & Negotiation, International Marketing Strategy, Marketing in the Creative Industries, E-Marketing, Relationship Marketing

2013 High School diploma, Tourism and Marketing – Italy. Result: 80/100

Other qualifications

2016 Melton College, York

- IELTS (International English Language Testing System), Result: 7

2014 - 2015 York College, York

- ESOL Course (English for speakers of other languages)

Work Experience

Jun - Aug 2017 Marketing and Advertising internship, Aesthetica Magazine - York

- Assisted with the development of marketing strategies and online marketing methods to promote Aesthetica Magazine, the Aesthetica Short Film Festival, Art Prize, future Now Symposium and Creative Writing Award
- Conducted primary research, sourcing and securing contributions. Liaised with a range of artists, including writers, painters and photographers, with the aim of growing new audiences and persuading them to contribute with pieces of work or art that could be published in the magazine
- Successfully completed online research and networked with company and gallery marketing managers, aiming to update, maintain and manage existing Excel databases increasing the customer base
- Produced two blogs as contributions for the online Aesthetica magazine, focusing on two artist's biographies
- Restructured and enhanced their Italian artist and gallery databases. Conducted research to gain and build new database records and increase audience reach for the company

Dec 2013 - Present Waitress, Toto's Restaurant – York

- Serving customers and delivering a high-quality service, organising table bookings, managing strict deadline, developing communication skills and working in a busy environment

- Dealing tactfully with customers' queries and complaints in a polite and efficient manner, always aiming to resolve any issues in a timely fashion
- Building strong, lasting relationships with regular customers by communicating effectively, listening and responding to all enquires
- Promoting the daily specials menu, using the ability to persuade and influence customers to meet the company's sales targets
- Successfully training and mentoring new members of staff to ensure ability to complete tasks and work as part as team

Jun – Sept 2017 & 2018 Shop Assistant, Roberto Coffee Shop – York

- Oversaw all front of the house activity and controlled a high standard of customer service
- Supervised and trained new employees in customer service and visual presentation skills

Jun – Aug 2013 Volunteer work, Gaslini Hospital - Genoa, Italy

- Carefully organized and monitored children's plays activities

Oct 2010 – Sep 2012 Dental Assistant, Dr Edward Mora; Dr Roberta Stagnaro - Genoa, Italy

- Clearly relayed information to patients, helping them gain a better understanding of oral health, dental procedures and surgery
- Maintained clean, sterile and positive environment optimizing patient comfort and safety.
- Built a loyal patient following through communicating with a professional manner; frequently requested by patients to serve as their dental assistant

Jun – Sep 2010 Secretary, Metalco S.a.s - Genoa, Italy

- Responsible for all company secretarial functions, duties and responsibilities, performed and evaluated market research and data analysis, focusing on competitors in Yachting
- Sourced and prioritised suppliers through local and national media. Created price comparison spreadsheets

Jun - Aug 2008 Waitress, Epicure Restaurant – Sarasota, Florida

- Offered excellent customer service, ensuring that guest requirements and expectations were completely met

Additional Skills

- IT: Proficient in the use of Microsoft Office
- Languages: English speaker, Italian speaker (Mother tongue), basic Spanish
- A full clean driving licence

Interests

- Enjoy travelling, discovering new places, people and cultures
- I enjoy a variety of sports, especially swimming, tennis and yoga

Reference available on request.