

# Elisabetta Virtuani

Experienced Marketing Manager with a specialisation in wine&food and tourism.. Skilled in Branding, Marketing & Communication Strategy, Business Planning, Data Analysis and Destination Management.. Strong research professional with a Ph.D. in Business Administration (Marketing) and a demonstrated working history in the Higher Education Industry. Skilled in communication strategies and plans development for both companies and destinations.

## CONTACT

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## EXPERIENCE

### Università degli Studi di Pavia | 2022 to present

Contract Professor, FOOD MARKETING

Degree course/Masters degree course of AGRI-FOOD SUSTAINABILITY

Department of Earth and Environmental Sciences

### Marketing & Communication Consultant | 2021 to present

Main working areas:

- > Project management
- > Competitive scenario and benchmark analysis
- > Marketing Plans and Integrated Communication Strategy Implementation
- > Brand Strategy and Positioning to be translated into digital marketing
- > Management of Brand Communication materials
- > Social & Web Marketing strategy and content management

### Colli Piacentini Wine&Food Route | 2014 to present

President and Marketing Manager

Association of wineries, cheese producers, cured meat & salami producers, oil producers, restaurants, farm houses, B&B, Castles and Medieval Villages.

Activities:

- > Wine&Food tourism promotion and communication
- > Social media and web marketing
- > Wine&Food events planning: guided wine tasting, dinner/picnic/aperitif in the vineyards
- > Wine, Food and Tourism Fairs participation
- > Wine&Food experiences and itineraries creation and promotion:

### Università Cattolica del Sacro Cuore di Piacenza | 2006-2024

Contract Professor & Scientific Coordinator at Master Courses & Summer Programs

Researcher at LEL (Local Economy Laboratory)

Lectures Topics.

- > Wine marketing and communication, branding strategies; Wine&food tourism; Wine clusters.

Master Courses:

- > Master VENIT, Viticulture and Enology: innovation meets tradition
- > International Summer Program: The Global Wine Market: Trends and Strategies
- > Master VI.TE. in Wine & Place Marketing
- > VINTAGE: Master International Vintage, Vine, Wine and Terroir management
- > Master MEM in Oenology & Marketing
- > Master MUST in Local Tourism Development & Cultural Heritage Management
- > Master MUMAT in Place Marketing
- > EU Project Interreg IVC Innovation & Environment:
  - Project "Best Practice in European Wine Tourism Regions – OENOTOUR"

## Bloomet Srl | 2012 to 2021

Co-founder and CEO

Marketing & Communication Agency

### Main services

- > Integrated marketing communication and digital approaches
- > Brand strategies
- > Advertising
- > PR, social and content
- > Web and App design, E-commerce design
- > Experiential and creative marketing
- > Destination marketing of touristic regions
- > Events management: business or consumers oriented

### Main works

#### EXPO Milan 2015

- > Governance, coordination and management for Piacenza region during 6 months presence at EXPO Milan 2015 - Italian Pavilion:
  - Coordination of 18 professional Associations and Local Public Authorities
  - Management of 42 local firms and 100 local authorities and associations calendar during 6 months of presence (logistics, promotional materials and events coordination)
  - Organisation and coordination of 1.000 events in EXPO Milan and in Piacenza
  - PR and local press office in coordination with the Italian Pavilion
  - Development of 5 weekly thematic formats, followed by RAI EXPO interviews
  - Business incoming and international task force coordination

#### EXPERIENCE PIACENZA

Destination Management Organisation (DMO) project, to promote tourism in Piacenza region. Winning project at the Italian MIBACT bid for business networks in tourism.

## ALMA The International School of Italian Cuisine | 2007-2012

Wine Marketing lecturer, module coordinator - Master ALMA-AIS, Sommellerie Course

## UNIONCAMERE & Istituto Guglielmo Tagliacarne | 2009-2010

Project Leader

Report on the Italian Wine Industry 2009

## Università di Pavia, Consorzio Pavese for Post-University Studies | 2006-2008

Project Leader

Place and Tourism Marketing Plan "Antica Pieve di Mazzo" - Valtellina

## Additional Experiences in Italy & Abroad | 1985 to present

- > Grape Time Tours Ltd (London)
  - Co-founder, Planning & Mktg Manager - Cultural, Wine&Food Tour Development
- > Ultimate Management Limited (London)
  - Financial and IT Consulting - Marketing Assistant
- > Hachette Rusconi S.p.A. (Milano)
  - Freelance Journalist for GenteViaggi travel magazine
- > International Exhibitions; Vinitaly, WTM London, ITB Berlin, BIT Milan, TTG/TTI, Good Italy
  - Workshop for wine&food international buyers
- > Press Tour, EducTour and Workshop organisation
- > Snamprogetti SpA (Milan) International Engineering Projects Assistant

## EDUCATION

Ph.D. in Business Administration - Marketing | 2009

Università degli Studi di Pavia - Faculty of Economics

Intensive Program Master Vintage "Vine, Wine and Terroir Management" | 2005

Ecole Supérieure d'Agriculture d'Angers - France

Master in "Local Tourism Development and Cultural Heritage Management" | 2004

Università Cattolica del Sacro Cuore di Piacenza - Faculty of Economics

Master Degree in Economics | 2001

Università degli studi di Pavia - Faculty of Economics

Diploma in International Business studies | 1983

Istituto Tecnico "San Giorgio", Pavia

## PROFESSIONAL COURSES

Academy Studio Samo | 2017-2018

Social Media Courses

- Analytics, Facebook Marketing, Business Manager, Insights and Ads

- SEO for WordPress, SEO tools advanced

Sommelier AIS (Italian Sommelier Association) | 2003

Certified Sommelier

## LANGUAGES

*(Common European Framework of Reference for Languages)*

English - C2 Proficient user

French - B2 Independent user

Cambridge Certificate of Proficiency in English, British School | 1987

Cambridge First Certificate of English, British Council | 1986

Certificate of Studies, The London School of English | 1985

## DIGITAL SKILLS

Good command of Office Suite (WORD, EXCEL, PPT)

WordPress content creation and management

Social media strategy, copywriting and analytic reporting

SEO for Wordpress

## COMMUNICATION SKILLS

The ability to communicate and relate comes from the participatory approach used at University in place marketing and planning projects. These skills consist in being a good listener and in reading the context, looking for post-modern approaches in communication, catching the trends, exploring the market and stimulating innovation both in firms and territories.

## ORGANISATIONAL & MANAGEMENT SKILLS

Creativity in problem-setting and problem-solving, ability to manage work teams and the complex dynamics that develop when dealing with groups of people/stakeholders in business and/or place marketing projects. Ability to manage human resources and firm's networks dynamics.

## PROFESSIONAL SKILLS

Good at planning and developing projects, excellent coordinating and management approach, coming from the experience in business, academic and professional association environment.

Ability to develop integrated communication activities and digital marketing.

Pavia,, 20/05/2024

*Elisabetta Di Iorio*