



Vittorio Pennazio

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Personal data

- Date of birth 6th December 1984
- Nationality Italian

Professional interests

- Marketing and corporate communications
- Branding, advertising and design
- Event organisation and management
- International business coordination


Education

- 2009 - 2011 **Copenhagen Business School**, MSc in **Marketing Communications Management**
- 2006 - 2009 **University of Torino**, Faculty of Economics
2nd Level Graduate Programme in **Business Management**, *final mark*: 110 cum laude/110
degree thesis: Marketing Strategies and Tools in the M&A Advisory: M&A International Inc. case study
- 2007 - 2008 **Copenhagen Business School**, graduate exchange student (LLP Erasmus, 1 year)
- 2003 - 2006 **University of Torino**, Faculty of Economics
Bachelor Degree in **Business Administration (in English)**, *final mark*: 110 cum laude/110
degree thesis: Olympic Games and Sustainability: Torino 2006 case study (in English and Italian)
- 1998 - 2003 **Scientific High School Diploma** (L.S.S. Niccolò Copernico, Turin), *final mark*: 84/100

Language skills

- **Italian** Native speaker
- **English** Cambridge Proficiency in English Certificate (2009); IELTS Academic Certificate score 8.0 (2009)
- **French** Fluent in speaking
- **Danish** Basic understanding (module 2), currently taking classes

Work experiences

	Copenhagen Business School May 2010 - current Denmark Buddy Program Coordinator (student assistant at the International Office)		Arietti & Partners M&A International Inc. July 2008 – current (consultant) Italy Marketing & Communications Coordinator
	Arduino ADV March 2007 – July 2007 Italy Website and newsletter development, graphic designer		CUS Torino University Sports Centre ASCD Mariver October 2002 – May 2009 Italy Event organisation and promotion
	FIS Alpine Skiing World Championships Bormio 2005 October 2004 - February 2005 Italy Training Programme - Consultant	<ul style="list-style-type: none"> • March 2010 Free-lance translator for mygengo.com • April 2003 Internship in the editorial office of the national newspaper La Stampa 	

Volunteering experiences

	PeaceWaves (NGO) September 2002 - current Italy, Europe Board of Directors Member Marketing & Communications Coordinator Webmaster		Olympic Games Torino 2006 January 2005 – March 2006 Italy Volunteer and team leader for the International Relation & Services - Protocol & Operations department
	International Events March 2004 - January 2009 Italy Volunteer / organising committee assistant for several international events <i>(event curriculum available upon request)</i>	<ul style="list-style-type: none"> • 2010 "Buddy" at Copenhagen Business School (welcoming international students) • 2001 - 2005 Participation in more than 30 training courses and projects for Torino 2006 Olympic Games 	

International experiences



L'Oréal Brandstorm 2007

October 2006 - June 2007 Italy, France
International Marketing Competition,
winning team in Italy and participation
in the international final



Højskolen Østersøen Aabenraa

July 2004 Denmark
Group tutor in the European Youth Forum
"East-West Dialogue 2004"



CSR Research Conference

September 2006 Ireland
Presentation of the research paper
"CSR in Sports: Torino 2006 case
study" at the Trinity College (Dublin)

- April 2008 Collaboration with the Copenhagen Business School for the **UEFA Research Project**
- Sept 2004 Delegate for PeaceWaves NGO at the **European Social Forum** London

Computer skills

- Excellent knowledge of Windows and the MS Office package
- **Web-development** Programming in html and css; intermediate knowledge of flash and javascript
- **Graphic design** Adobe Photoshop, Paint Shop Pro and MS Publisher
- **Video making** Ulead Video Studio 11, Pinnacle Studio 9
- **Web-marketing** Advanced knowledge of Google AdWords and Analytics
- Professional software Salesforce (CRM), Smart Board (presentations)

Personal interests

- Sports Volleyball and football five-a-side (competitions, team management); skiing; orienteering
- Interests Playing music, travelling, design, volunteering

My articles, publications, websites and projects

- Articles published on Italian and international websites and national sport newspapers
- Articles editor on: www.mergers.it www.peacewaves.org
- Student journalism prizes winner in 2001 (La Stampa) and 2003 (La Gazzetta dello Sport)
- Websites: www.peacewaves.org www.as84.tk www.panmonviso.it www.mariver.org and more
- *A complete portfolio (websites, videos, printed advertisements) could be sent upon request*

References

References available upon request