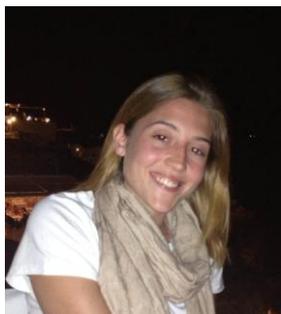


PERSONAL INFORMATION

Ludovica Bertamino



 Viale Pasubio 6, 20154, Milano, Italy

 +39 3934274514

 ludovica.bertamino@gmail.com

Sex Female | Date of birth 18/91/1991 | Nationality German - Italian

WORK EXPERIENCE

April 2013 – September 2013

Web Marketing Intern

Renato Modena, IT Business Partner

- Development and organization of the [bausch.it](http://bausch.it) consumer website; contents updating of the professional website ( with the support of Sitecore software)
- Support the business partner in developing a smartphone app
- Observance and care of all the website pages
- Updating on all the emergent web technologies
- Management of the web-based storage for future needs
- Monitoring of the website parameter
- Collaboration with marketing colleagues of the Business Units, clients and supplier
- Developing and managing the online survey processes (Survey Monkey)

[Bausch + Lomb](#) is solely dedicated to protecting and enhancing the gift of sight for millions of people around the world .

EDUCATION AND TRAINING

2013 - Present

Master Degree in International Business

Università Cattolica del Sacro Cuore di Milano, Italy

- Focus on international issues of a business
- Acquisition of knowledge and competences tailored to company requirements
- Practical Work activities to apply the knowledge acquired during the classes on a professional experience

2011 - 2013

Bachelor in Economics and Business Administration, curriculum in Management

99/110

Università Cattolica del Sacro Cuore di Milano, Italy

- Final Work : “ Modelli di Business e Strategie B2C nel settore della Moda e del Lusso. Il caso YOOX.”
- Covered the key concepts and theories in economics, business and law.
- Acquisition of the main skills in analysis, management and problem solving in the different business units
- Taught of management and administrative skills

2009 - 2011

Bachelor in Economics and Business Administration

Università degli Studi di Napoli “Federico II”, Naples, Italy

- Covered the key concepts and theories in economics, business and law.
- Acquisition of the main skills in analysis, management and problem solving in the different business units
- Taught of management and administrative skills

2004-2009

**Classic High School Graduation**

85/100

Collegio Francesco Denza, Napoli (Italy)

July – August 2012

**E-Business in the Digital-Age**

LSE, London School of Economics, London, UK

- The course discusses the main managerial and strategic aspects of online business.
- It discusses the different e-business practices and challenges in Business-to-Consumer (B2C) and Business-to-Business (B2B); the effects of information and communications technologies on intermediation, value chain redesign and public and private procurement strategies.
- Economic theories, including transaction costs and principal agent, are used to discuss the impact of e-business on market configuration and network relationships.
- Strategies for e-business innovation including web 2.0.

July – August 2011

**English for Business**

LSE, London School of Economics, London, UK

- The focus will be on the language needed for business activities, and will provide a British perspective for creative discussion.
- There is also a topic and theme-based syllabus delivered by LSE academic staff and external business practitioners.
- To raise awareness across a range of business subjects. To practice language as used in the business environment. Like: oral presentation skills, business correspondence, discussions, lectures
- on business topics, business report writing.

**PERSONAL SKILLS**

Mother tongue  
Other language(s)

Italian

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C1
	- PET (December 2006) - FCE (December 2008) - CAE (December 2010) - English for Business (LSE, London School of Economics, 2011)				
German	B2	B1	B2	B2	B1

Intensive Courses level A1, A2, B1, B2 at the Goethe Institut in Naples and Milan.

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

**Communication skills**

- Good communication skills gained through my experience in international universities and summer colleges
- My internship helped me develop the ability to communicate with different people from different team or business units
- Good skills for team works with responsibility positions
- Passionate traveler, which helped me to interface with people from different countries and backgrounds

**Organisational / managerial skills**

- Leadership
- Management skills
- Strong flexibility and adjustment to the changes
- Ability to work under stress and respect for deadlines
- Proactive behavior

- Computer skills**
- Confident with the command of Microsoft Office™ tools
  - Competent with HTML
  - Really good knowledge of Sitecore ( web content management software)
  - Good Knowledge of Survey Monkey (Online surveys)
- Other skills**
- Passionate Traveller and interested in foreign culture
  - Always keen to learn and improve personal knowledge
  - Long interest in the food world
- Driving licence**
- B

9<sup>th</sup> January 2014  
Ludovica Bertamino