

## **COVER LETTER SALVATORE GIANNAVOLA**

Dear HR Department of M12 (Palermo),

My name is Salvatore Giannavola, I am 25 years old and I work as Marketing & Communication Consultant, Copywriter, Social Media Manager and Web Marketer for Italian and international firms.

I define myself as a creative person with a strong entrepreneurial spirit. I awarded an MBA in Marketing and Management from the University of Catania(Italy), after a 3 years Bachelor's Degree in Economics (2016). I have studied and worked in Spain and the UK.

I speak: Italian (native), Spanish (near native), English (level C1 IELTS certification). It has been 5 years since I started on working as freelance and now I collaborate with Italian and international companies.

I am applying for the position of Publications-Communication Assistant for MANIFESTA 12 Palermo. I would be flattered to be part of the Team Of Manifesta 12 because I have a profound bond with my native territory, Sicily, but also because I love Palermo and its beautiful artistic heritage. I think I have the proper experience to run the roles I am applying for because I have been working as Marketing consultant for 5 years now for important Italian and international companies as: Amazon Prime Video Italia, Ebay, Bookaclassic.co.uk, Sunsiit, Tweaknology, Key Art APP and many other companies.

I am a keen of art, culture, music and literature and I have created a webzine, Blogstermind.org, that has now a 5000 followers audience. I am organizing a music festival for the next summer in the lake of Caccamo: here you are the link: [www.sundaysfestival.com](http://www.sundaysfestival.com).

I have collaborated as content writer and web journalist with companies operating in the field of museum, art, music and events: PROJECT ARM and KEY ART APP (Virtual Reality tools for museums), EXTRA MUSIC MAGAZINE (live reporting, music reviews, interviews).

I invite you to check all the section of my resume in order to understand what I can give to make your strategy run with success.

My preferred topics and areas of interest are: tech, fashion, lifestyle, politics, economics, young folks trending topics, cinema, art, literature and philosophy.

Regards,

Salvatore Giannavola

<https://www.linkedin.com/in/salvatore-giannavola-134526120/>

## **SALVATORE GIANNAVOLA**



### **Marketing & Communication Consultant, Copywriter, Social Media Manager, Web Marketer**

I define myself as a creative person with a strong entrepreneurial spirit. I awarded an MBA in Marketing and Management from the University of Catania(Italy), after a 3 years Bachelor's Degree in Economics (2016). I have studied and worked in Spain and the UK. I speak: Italian (native), Spanish (near native), English (level C1 IELTS certification). It has been 5 years since I started on working as freelance and now I collaborate with Italian and international companies.

My preferred topics and areas of interest are: tech, fashion, lifestyle, politics, economics, young folks trending topics, cinema, art, literature and philosophy.

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## **PERSONAL INFORMATION**

**Address:** Viale delle Rinascita 181 City: San Cataldo, CL, Italia

**Phone:** +393206028825

**E-mail:** giannavola.s@gmail.com

**Linkedin:** <https://it.linkedin.com/in/salvatore-giannavola-134526120>

**Age:** 25 years old, 11-09-1992

## WORK EXPERIENCE

- **WEB AGENCY FOUNDER**

<http://mercuryo.it/>

I founded Mercuryo Web Agency in September 2016 when the number of my collaborations began to increase with some continuity and intensity.

I lead a group of 5-8 freelancers that assist and support me in several tasks like market research, data analysis and leads generation processes.

This is a project parallel to my freelance and creative career that allows me to confront my other colleagues and to embark on new challenges that I could not face alone.

Areas of competence web marketing, social media management, copywriting, seo, translation, web programming, live reporting and PR, marketing campaigns, communication campaigns, leads strategy, redemption process.

**Current partners:** BookAclassic, Mundio Mobile, Project ARM, Bulbi Shop, Tweaknology, Blogstermind, Extra Music Magazine, DocBuy, Sunsiit, Telefilm Central

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- **MARKETING AND COMMUNICATION CONSULTANT**

I am in charge of the national Italian market management of:

❖ **Mundio Mobile** (January 1st 2017, October 2017)

Mundio MOBILE LDT is an international Mobile Virtual Network Operator that is leading the way in innovative telecommunications. Effective communication builds strong relationships. Our goal is to continually provide the best connectivity at competitive rates.

<https://www.mundio.com/#whoWeAre>

**Tasks:**

- Market research
- Competitors research
- Translation
- Content writing
- Data Analyst

### ❖ **BookAclassic** (October 2016- on going)

Sharing economy platform present in 22 countries thought for vintage cars owners but also for users interested in vintage vehicles for trade fairs, exhibitions, weddings, film shoots or galas.

I run the communication and the marketing strategy of BookAClassic in Italy, ensuring that the platform can reach a good visibility through blogs, web and magazine articles.

#### **Tasks:**

- On line marketing
  - Social Media
  - Redemption strategy implementation
  - Audience boosting
  - Platform management
  - Booking process controlling
  - Customer care
  - Content writing
  - Translation
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### **CONTENT MANAGER AND COPYWRITER (ITA-ENG-ESP)**

I have been working as Content Manager and Copywriter for 5 years now. I started with my personal blog (blogstermind.org), and then I started on collaborating with Italian and International web sites and companies as writers and Seo copywriter.

#### **Skills:**

- Team working
- Writing
- Creative input
- Data Analysis
- Proofreading
- Translation
- Brainstorming
- Seo rules
- Wordpress
- Image editing

### **Content Manager and Copywriter for articles and app texts at Sunsiit (Lifestyle, Tourism, Tech)**

<https://sunsiiit.com/author/salvatore/>

<https://play.google.com/store/apps/details?id=com.sunsiiit&hl=it>

**Copywriter at Pure Gold Magazine (Fashion and Lifestyle)**

<https://puregoldmag.it/dolce-gabbana-a-palermo/>

**Copywriter and Translator freelance at Project ARM and Key ART APP (Tech, VR, and Art)**

<http://www.projectarm.com/it/tag/realta-aumentata/>

<http://www.projectarm.com/applications-image-recognition/>

<https://www.projectarm.com/it/realta-aumentata-la-storia-breve/>

<https://www.projectarm.com/watch-logan-2017-full-movie-online-streaming-online-and-download/>

<https://www.keyartapp.com/what-to-do-on-christmas-keyartapp/>

**Web Journalist at Russia Insider (Politics and Economics)**

<http://russia-insider.com/en/salvatore-giannavola>

**Founder, Head of the Editorial team and Social Media Expert since 2014 at Blogstermind (society, music, art, cinema, literature, politics, social trending topics)**

<https://blogstermind.wordpress.com/>

<https://www.instagram.com/blogstermind/>

**Copywriter at DocBuy (Amazon listings, Ecommerce, Lifestyle)**

<https://goo.gl/CQ7onF>

**Member of the Editorial Team, Social Media Expert, Live Reporter since 2015 at TelefilmCentral (Cinema, Tv Series)**

<https://goo.gl/YntCfN>

<https://www.instagram.com/telefilmcentral/>

**Member of the Editorial Team since 2016 at Tweaknology (Tech)**

<https://goo.gl/6rYXf9>

**Editor, Live Reporter since 2016 at Extra Music Magazine (Music)**

<http://www.xtm.it/DettaglioFestivalEventi.aspx?ID=18172#sthash.AvogJzKm.dpbs>

**Content Manager at Bookaclassic Italia (Booking process, Cars and Events)**

<http://bookaclassic.it/>

### **Content Editor at Simply Biz (Economics and Politics)**

<https://goo.gl/psBBFD>

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## **TRANSLATOR (ITA-ENG-ESP)**

I speak Italian (Native), English (ielts Level C1) and Spanish (Certificaciòn de la Universidad de Vigo, Spain, Level C2). I also write in this languages because I have conducted my studies in foreign countries like Spain or Uk, there I had the opportunity to strengthen my skills since I had to study e attend classes in Spanish or English language.

Also, I have been working with international clients since 2014 when I started working as Communication Consultant freelance.

Here you are some examples for of my translation experiences:

### **Atlanta Foreign Trade: English, Italian, Spanish translation**

<http://www.atlantaforeigntrade.com/>

### **Bookaclassic.it: English, Italian, Spanish translation**

Site translated from Bookaclassic.co.uk

### **Translation of manuals of industrial tools for Agristore Srl**

<http://www.siderman.it/>

### **Copywriter and Translator freelance at Project ARM and Key ART APP (Tech and Art)**

<http://www.projectarm.com/it/tag/realta-aumentata/>  
<http://www.projectarm.com/applications-image-recognition/>

<https://www.projectarm.com/it/realta-aumentata-la-storia-breve/>  
<https://www.projectarm.com/watch-logan-2017-full-movie-online-streaming-online-and-download/>

### **Skills:**

Ita-Eng translations

Ita-Esp translations

Esp-Eng translations

Eng-Ita translations

Esp-Eng translations

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## **SOCIAL MEDIA MANAGER**

At now, I manage several social media profiles related to lifestyle, trending topics, cinema, music, art, literature, fashion and web marketing subjects.

### **Blogstermind: webzine**

<https://www.facebook.com/blogstermind/?fref=ts>

<https://www.instagram.com/blogstermind/>

<https://twitter.com/blogstermind>

### **Sunsiit App: tourism and booking**

[https://www.instagram.com/sunsiit\\_app/?hl=it](https://www.instagram.com/sunsiit_app/?hl=it)

<https://www.facebook.com/sunsiit/>

### **Mercuryo: web agency**

<https://www.linkedin.com/company-beta/15226486/>

<https://www.instagram.com/mercurywebagency/?hl=it>

<https://www.facebook.com/mercurywebagency/>

### **Indie Italia Mag: music**

[https://www.instagram.com/indie\\_italia\\_mag/](https://www.instagram.com/indie_italia_mag/)

### **Colleveshoes: fashion**

<https://www.instagram.com/colleveshoes/>

### **Previous collaborations: tech, vr, ir, museums and art**

<https://www.facebook.com/projectARMapp/?fref=ts>

<https://www.facebook.com/keyartapp/?fref=ts>

<https://www.facebook.com/tweaknology.org/?fref=ts>

### **Defensis: cyber security**

[https://twitter.com/DEFENSIS\\_IT](https://twitter.com/DEFENSIS_IT)

<https://www.linkedin.com/organization/15073927/admin/>

## EDUCATION

**MBA in Marketing and Management, University of Catania (Italy) - EQF level 9 - 2014/2016 - Degree mark: 103/110**

**Subjects studied:** Micro and Macro Economics II, International Marketing, Accounting II, Management, Statistics for business, Economic Policy, Markets Regulation, Territorial Marketing, Business Models, Law (Commercial, Private Law, Private International Law), History and Geography, Start-ups models, Business Planning.

**Thesis:** SHARING ECONOMY AND CANVAS PRINCIPLES: "Canvas approach applied to the sharing economy business models". A 105 pages paper, entirely written in English, structured in two sections. In the first part, I analysed all the characteristics of the sharing economy. In the second, I investigated Airbnb, Blablacar, Kickstarter and Cortilia's business models by using the Canvas approach. This method allows to divide each business model in 9 units, specifically called building blocks, in order to better understand how a business works, and how it can be improved.

**Bachelor's Degree in Business Economics, University of Catania (Italy) - EQF level 6 - 2011/2014 - Degree Mark: 100/110**

**Subjects studied:** Maths, Statistics, Macro and Micro Economics I, Statistics, Marketing, Management, Technology and Innovation, Commercial Law I, Private Law I, Fiscal Law I, History, Tributary Law, Business English, Accounting I, Finance, Bank regulation, Tourism.

**Thesis:** "MCDA Multicriteria Decision Aid, a multicriterial method for the analysis of the customer satisfaction", focused on statistics, maths, management and customer satisfaction control.

**Universidad de Vigo (Erasmus) Grado en Administración de las Empresas, Administración y Gestión, 2014 – 2015**

I lived in Spain for 14 months thanks to an Erasmus Scholarship. I attended a one year course at the Economics Department of The University of Vigo, I also worked as junior export consultant at Atlanta Foreign Trade Inc. during the same period.

**Liceo Classico Ruggero Settimo di Caltanissetta - High School Diploma, 2006-2011 - Diploma mark:100/100**

Subjects studied: Italian literature, History, Science, Biology, English, ancient Greek language, ancient Latin language, Maths.



ID

Cognome..... <b>GIANNAVOLA</b>	 <i>Salvatore Domenico Savio</i>
Nome..... <b>SALVATORE DOMENICO SAVIO</b>	
nato il..... <b>11-09-1992</b>	
(atto n. <b>1028</b> P. <b>1</b> S. A. <b>1992</b> )	
a..... <b>CALTANISSETTA (CL)</b>	
Cittadinanza..... <b>Italiana</b>	
Residenza..... <b>SAN CATALDO (CL)</b>	
Via..... <b>LE D. RINASCITA 181</b>	
Stato civile.....	
Professione..... <b>STUDENTE</b>	
CONNOTATI E CONTRASSEGNI SALIENTI	
Statura..... <b>175</b>	Firma del titolare..... <i>Salvatore Savio</i>
Capelli..... <b>Castani</b>	<b>SAN CATALDO</b> 07-08-2009
Occhi..... <b>Castani</b>	Impronta del dito indice sinistro..... <i>Salvatore Savio</i>
Segni particolari..... <b>NESSUNO</b>	




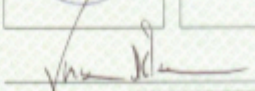



  

Scadenza : 06-08-2019	
Diritti : 5,42	
<b>AR 6676029</b>	
	
IP&S - OFFICINA CV - ROMA	

REPUBBLICA ITALIANA	
	
COMUNE DI <b>SAN CATALDO</b>	
<b>CARTA D'IDENTITA'</b>	
<b>N° AR 6676029</b>	
DI	
STAMPATO IN ITALIA	
SALVATORE DOMENICO SAVIO	

## IELTS CERTIFICATION

<b>IELTS™</b>			
<b>Test Report Form</b>		ACADEMIC	
<small><b>NOTE</b> Admission to undergraduate and post graduate courses should be based on the ACADEMIC Reading and Writing Modules. GENERAL TRAINING Reading and Writing Modules are not designed to test the full range of language skills required for academic purposes. It is recommended that the candidate's language ability as indicated on this Test Report Form be re-assessed <b>after two years</b> from the date of the test.</small>			
Centre Number	IT012	Date	09/MAY/2015
		Candidate Number	000295
<b>Candidate Details</b>			
Family Name	GIANNAVOLA		
First Name	SALVATORE		
Candidate ID	AR6676029		
Date of Birth	11/09/1992	Sex (M/F)	M
		Scheme Code	Private Candidate
Country or Region of Origin			
Country of Nationality	ITALY		
First Language	ITALIAN		
<b>Test Results</b>			
Listening	6.0	Reading	6.5
Writing	6.0	Speaking	6.5
		Overall Band Score	6.5
		CEFR Level	B2
<b>Administrator Comments</b>		Centre stamp	Validation stamp
<div></div>			
Administrator's Signature			
Date	21/05/2015	Test Report Form Number	15IT000295GAS012A
<div> <b>BRITISH COUNCIL</b></div> <div> <b>idp</b> IELTS AUSTRALIA</div> <div> <b>CAMBRIDGE ENGLISH</b> Language Assessment <small>Part of the University of Cambridge</small></div>			

# AUTODICHIARAZIONE SOSTITUTIVA

ai sensi Art. 47, D.P.R. 28 DICEMBRE 2000, n. 445

Il/La sottoscritto/a **Salvatore Giannavola** nato/a a **Caltanissetta** prov. di **CL** il **11.09.1992** residente in San Catlado in **viale della rinascita 181;**

Avvalendosi della facoltà di autocertificazioni prevista dall' art. 47 del D.P.R.. 445 del

28 Dicembre 2000

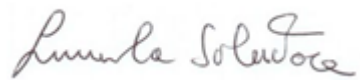
## DICHIARA

sotto la propria personale responsabilità, consapevole delle sanzioni penali in caso di dichiarazioni non veritiere o produzione di atti falsi, richiamate dall'art. 76 del D.P.R. 445/2000,

CHE

Tutti i titoli accademici e universitari menzionati all'interno della candidatura e del Resume siano stati conseguiti dal sottoscritto presso le istituzioni accademiche indicate nella descrizione dei titoli conseguiti, in particolare:  
Università degli Studi di Catania, Università di Vigo (Spagna), IELTS Institute Catania.

DICHIARANTE



15.01.2018