

Sara Garofalo

I work in the area between **creative strategy** and **copywriting**, designing corporate stories and communication concepts. Thanks to the extensive experience in International Business Development, Export Management and Sales I acquired strong **negotiation** and **project management** skills.

PROFESSIONAL EXPERIENCE

March 2019 – present

Content & Creative Strategist Freelance

Content creation (copy, video), Content design, Creative strategy, Digital enabling strategy, PM, Creative direction, Social Media Management.

April 2018 – present

Communication specialist @Garofalo & Idee Associate www.garofalo.it

I work on internal and external strategies, managing branding and creative activities. I coordinate integrated communication projects.

January 2017 – April 2018

Account Executive @Graffiti Agency www.graffiti.it

Representing the direct link between agency and existing clients, I manage both digital and offline communication projects, with a focus on brand strategy.

July 2011 – January 2017

Export Sales Manager and Business Developer @GPI Group www.gpi.it

Responsible for establishing international business, I develop knowledge of the cultural, economical and political background of my target areas and combine this with the results of market researches and strategic plans to define customized business propositions.

Areas: Latin America, China, ASEAN, USA and EMEA

Products:

- Hospital Automation Technology (Software + Robotics)
- Community Pharmacies Automation Technology (Software + Robotics)
- e-Prescribing and Medicines Administration (EPMA - Clinical data management software)
- Pharmaceutical Supply Chain (CAPS - Logistical data management software)

LANGUAGES

ITALIAN: Mother tongue

ENGLISH: Fluent

SPANISH: Fluent

EDUCATION

Post-grad Leonardo da Vinci Programme at Austrian Time online newspaper in Vienna (Austria)

Degree in Communication Liberal Studies at the University of Florence (Italy)

Erasmus Project at the Complutense University of Madrid – Ciencias de la Información (Spain)

Diploma at Leonardo da Vinci Scientific High School of Trento (Italy)

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