

# SARA COLZANI

## CONTACT

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 🏠 via Ada Negri, 2  
 Cinisello B. (MI)

## EDUCATION

**2004: MASTER'S DEGREE IN COMMUNICATION AND EVENT ORGANIZATION - MILAN**

**2003: DEGREE IN POLITICS - INTERN. DEPT. - PAVIA**

**1997: BACCALAURATE HS LANGUAGES**

## COMPUTER SKILLS

Microsoft Office Suite  
 MAC ios  
 Publisher + Access  
 Web surfing  
 CMS: Wordpress/Joomla  
 Social networking



## CORE COMPETENCIES

Performance Analysis	Web Marketing	Event management
Real-time Engagement	Web content writing	Business strategy
Brand Strategy	Social Media strategies	Business travel
Channel Growth	Campaign Evaluation	Leisure travel
Customer Acquisition	Competitive Analysis	Public Relations
Response Monitoring	Referral traffic	Blogging

## TRAINING COURSES

### LANGUAGES

March and February 1995 Stay in Ireland, in Dublin, Trinity College  
 March and February 1996 Stay in France, at Nimes International College George Sand  
 March and February 1997 Stay in Germany, in Tubingen, Free International University

### COMMUNICATIONS & EVENTS

Sept 2003 to March 2004 Laborem Exercens Milan: Master's Degree in Communication & Event planning : media planning, tourism management, press office, digital mktg & problem solving. European ECDL license for 400 hours.

### SOCIAL MEDIA & WEB TRAINING

- Attendance to Social Media Strategy - Rimini 2017
- Attendance to Inbound Strategy - Milan 2016
- Google Ads - Milan 2016
- Facebook Business Manager - HQ - Milan 2017

## EXPERIENCE

### FOUNDER & CEO DAMA.COM SNC

**JAN 2012 TO TODAY - SEGRATE WWW.COMUNICAZIONEDAMA.COM**


In January 2012 founded **dama.com snc**, communication & web agency  
 In 2017 creation of **Spazio Cascina Ovi** - a new space of ideas [www.spaziocascinaovi.com](http://www.spaziocascinaovi.com)  
**Brands:** Prénatal, Bimbostore, PegPerego, ToysrUs, Cale', Leroy Merlin, CandyGroup, 2T srl, Barse, PetraeGioielli, Enoteca Pitti Gola&Cantina, Garajek, Regalcasa, Milano Icone...  
**Projects:** [www.easymamma.net](http://www.easymamma.net) - [www.viaggiconilcane.com](http://www.viaggiconilcane.com) - [www.networkdacani.it](http://www.networkdacani.it)


### PROJECT MANAGER

**DEC 2008 TO DEC 2011 - DAMA COMUNICAZIONE - MILAN**

PM special instore initiatives, team coordination of about 15 people, suppliers, design and implementation incentive events and corporate team building.  
 Creation of multimedia contents and graphic elaboration, web editing and video editing, web site strategy, Italian-Spanish and Spanish-Italian web observatory with dedicated db. Press office and PR. English-Italian, Italian-English translations.  
**Brands:** Prénatal, Peg Perego, Casaroma, Regalcasa, Sangemini, Kellogs, Cale', Kodak

## SOCIAL

 <https://facebook.com/sarhialab/>

 @sarhialab

 @sarhia

 [linkedin.com/in/saracolzani/](https://linkedin.com/in/saracolzani/)

## LANGUAGES

ENGLISH: B2

FRENCH: B1

GERMAN: A2

SPANISH: basic level

## DRIVING LICENCE

A

B

own car & bike

## INTERESTS

### Travel

Ski - Lombardy Ski Master

Photography GFA degree

Web & Tech

Car & bike- proud owner of

an Harley Davidson

Food and wine tourism

Volunteer for Networkdacani a.p.s.

Member of #thePINKnetwork



creative thinker

## PROJECT MANAGER

**SEPT. 2008 TO DEC 2008- 2BESMART - VIMERCATE**

PM company website, supplier coordination, event planning, incentive travel and team building on commission of clients, organization of the 7th Inventor User Meeting and Omnium 2008, implementation of sales web marketing strategies, SEO, managing blogs and customer forums, monthly newsletter realization DEM.

**Brands:** AUTODESK, Man & Machine, OpenMind, Solidworks

## WEB CONTENT COORDINATOR & HR

**SEPT. 2007 TO SEPT 2008- BLOGOSFERE - MILAN**

Management of on-line journalistic editing, coordination and provision of external content, community manager blog forum and AdSense and Adwords supervisor on behalf of Il Sole 24 Ore with Marco Montemagno, organization e human resources management (blogger, technical and graphic office). Special Events PM, for Fairs, Conventions, national events such as Genoa Boat Show, SMAU, IABForum, MotorShow, San Remo Festival, Pitti ...).

Management for contracts and relationships with bloggers (up to 150): selection, coordinator and supervisor iter new blog.

## COMMUNICATION SPECIALIST

**AUG 2005 TO SEPT 2007- ARNOLDO MONDADORI EDITORE - SEGRATE**

Design and implementation of events and promotional initiatives of editorial news: study of the most suitable concept, participation in various literary reviews, choice of locations, suppliers, promo-advertising, definition and budget control. Planning and management of the authors' agenda and related travel organization.

Management of relations with the press.

Editorial directories: foreign SIS, Italian authors such as Luciana Littizzetto, Maurizio Costanzo, Fabio Volo, Vincenzo Cerami, Strade Blu, Varia.

## BUSINESS ACCOUNT

**JAN 2005 TO AUG 2005- VODAFONE GESTIONI - MILAN**

Business customer management, activation and implementation of corporate RAM networks, new subscription private and company contracts, customer service, coordination and control of store and cash products, opening / closing, first note management and warehouse purchases.

## EVENT & PR ACCOUNT

**SEPT 2004 TO JAN 2005- MIXER EVENTI - MILAN**

Internal communication activities, external relations management, events managing, conventions and conference, meetings, fairs, incentive trips: planning of the calendar, choice of location, contacts with suppliers, contracts with accommodation facilities, contacts with the speakers, reception of the participants and coordination of assistance staff.

**Brands:** Coca Cola, Mont Blanc, Audi-Volkswagen, Electrolux, Givi, Breil, Boggi, Barilla...

## PRESS OFFICE JR.ACCOUNT

**MAR 2004 TO SEPT 2004- SOUND PR - MILAN**

Internship at the end of master's: editing and relative publication of press releases, management of flows information on the web, managing relations with press offices, events managing and press conferences, managing of the mailing list and the press kit, products for photo shoots (TheNorthFace fashion shows) and contact with journalists.

**Brands:** TheNorthFace, Realtech, Dyalogic, Ecolab, Polar, SolidWorks, Epson

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