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📅 25/07/1976

PROFESSIONAL PROFILE

PROFESSIONAL WITH
DECADES OF
EXPERIENCE IN THE
RETAIL SECTOR IN
MANAGERIAL ROLES.

I STAND OUT FOR MY
WIDE RANGE OF
MULTIDISCIPLINARY
AND MULTICULTURAL
SKILLS, EXCELLENT
COMMUNICATION
SKILLS, ALSO IN OTHER
LANGUAGES, SALES
AND CUSTOMER
RELATIONS,
GUARANTEEING A
DYNAMIC AND
PRODUCTIVE WORK
ENVIRONMENT.

I DEMONSTRATE SOLID
LEADERSHIP,
VERSATILITY AND THE
ABILITY TO
CONSTANTLY OPTIMIZE
BUSINESS PROCESSES
BY ENHANCING
WORKFLOW AND
ORGANIZATIONAL
EFFICIENCY THROUGH A
PROACTIVE AND
PROACTIVE ATTITUDE

CATIA MORICONI

WORK AND PROFESSIONAL EXPERIENCES

January 2020 - Current

Networker Supervisor Forever Living Product | Rome

- Taking strategic decisions to enhance awareness and brand identity, increase sales and customer loyalty.
- Demonstration of a positive and proactive attitude to work, participating with commitment and motivation to improve individual and team results.

April 2017 - December 2019

Project manager Impresa Artigiana Puerari | Rome, Paris, Luxembourg, Malta

Verification of the SAL and resolution of any problems arising during construction.

- Conducting on-site visits consultancy and technical-commercial support to customers.
- Short- and long-term calendar planning
- Preparation of documentation and estimates.
- Creation of detailed reports for the team and partners.

May 2015 - March 2017

Store manager Liu Jo Uomo | Rome

- Coordination of the store, planning of activities and staff shifts.
- Coordination and training of employees
- Coordination and control of visual merchandising.
- Sales and customer consultancy activities.
- Increase in sales through continuous staff training in the use of upselling and cross selling strategies.

January 2007 - May 2014

Store manager Guess Italia srl | Rome

- Management of a team up to 40 members with particular attention to motivation and continuous training activities in order to guarantee a high quality of service and a healthy and productive work environment.

October 2003 - January 2008

Relocation Coordinator Relocation Enterprises | Rome

- Carrying out the tasks and assignments with professionalism, concentration and effectiveness even in situations of intense work pressure.
- Demonstration of a positive and proactive attitude to work, participating with commitment and motivation to improve individual and team results.
- Guarantee of operational effectiveness in multicultural environments thanks to a natural openness, an innate empathic predisposition and mastery of the English language.

May 2002 - September 2003

Vice store manager Prada Sport | Roma

- Personnel management, performance evaluation and implementation of any corrective actions.
- Increase in sales through continuous staff training in the use of upselling and cross selling strategies

TOWARDS SOLVING
EVEN COMPLEX
PROBLEMS.

SKILLS AND COMPETENCES

- Strong goal orientation
- Attitude to problem solving
- Strong interpersonal and communication skills
- Excellent resistance to stress
- Sales techniques
- Customer orientation
- Predisposition for team work
- Accounting and billing skills
- Flexibility and adaptability
- Organizational and planning skills
- Leadership skills
- Propensity to work by objectives
- Intercultural awareness

- Demonstration of a positive and proactive attitude to work.

February 1997 - December 2001
Vice store manager Gianni Versace | London

- Management of the customer portfolio and updating of personal data.
- Supervision of quality, service efficiency and customer satisfaction.

EDUCATION AND TRAINING

1997
First Certificate | Inglese
Evendine College, Londra
1995
Diploma | Ragioneria
Istituto Tecnico Santa Maria, Monterotondo RM

ACCOMPLISHMENTS

- **Porta Di Roma** Liu Jo Uomo
- **Via Del Corso** Guess
- **Via Cola di Rienzo** Guess
- **Via Frattina** Guess
- **Porta Di Roma** Guess
- **Via Del Babbuino** Prada Sport
- **Sloane Street, London** Gianni Versace

Bulding Site
• **LUXEMBURG** "CLOCHE D'OR "
• **LION** "THE VILLAGE "
• **PARIS** "MIXY D'ITALIE "
• **MALTA** "PENDERGARDEN Tower"

CERTIFICAZIONI

- CPS First Aid Certificate
- First Certificate Evendine College

LANGUAGE SKILLS

Italiano: Native Language

English: C2
advanced

French: B1
Intermediate

Spanish: B1
Intermediate

I authorize the processing of my personal data pursuant to art. 13 of Legislative Decree 196/2003 and of the art. 13 GDPR (EU Regulation 2016/679) for the purposes of personnel research and selection.