

## PATRIZIA LUCCHI



born in Pesaro (PU), Italy on 27<sup>th</sup> December 1966

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### **Education:**

- 1992 Degree in Modern Foreign Languages and Literature at the Faculty of Humanities of the **University of Bologna**.
- 1985 Scientific diploma, at G. Marconi secondary school, Pesaro.

### **Professional training:**

- 1993 Course for Expert in **International Marketing and Foreign Trade**, organised by IFOA and the Chamber of Commerce Pesaro & Urbino, including **placement at Confcommercio, Pesaro-Urbino** (Tourism sector) and **language course in Germany** (Tandem School, Berlin).
- 1993 Postgraduate course in **American Language and Culture at Columbia University**, New York
- 1995 Executive secretarial course, organised by Assindustria Pesaro & Urbino
- 2012 **Literary Translation Days**, University of Urbino / Istituto San Pellegrino Misano
- 2013 Course in **creative writing at STORIE**, literary magazine published by Leconte, Rome
- 2016 Training course **The future at Google: the new trends of advertising on line**, Google Milan
- 2016 Training course on **Social networks and the new rules of digital marketing**, Pesaro
- 2017 Training course in **Creative Writing** by Silvia Milani (Editor), Pesaro
- 2018 Training Course in **Copywriting**, by Federlegno Arredo Eventi S.p.A., Milan
- 2018 Training course in **Corporate Copywriting**, by Federlegno Arredo Eventi S.p.A., Milan
- 2019 **Copywriting Workshop**, by Federlegno Arredo Eventi S.p.A., Milan
- 2020 Courses in: **Didactic and social inclusion, Learning Technologies, Cultural Anthropology, Psychology**, to obtain University credits for teaching.
- 2020 **Advanced training course in Translation for the Web** at I.S.S.T. (School for Interpreters and Translators of Pescara).  
Including: **SDL TRADOS basic training course**.

### **Freelance business, awards and publications:**

Since 2008: **Translation** and **Copywriting** of editorial, commercial and marketing/web texts, both for private customers and Agencies. **Transcreation. Naming.**

Since 2015: **English language teaching.** Private classes for managers and professionals.

**Creative writing.** Awards and publications.

2013: special mention in the “Una Stanza Tutta per Me” competition launched by Literary Magazine STORIE for the story “La stanza di Patrizia. Stanza non fumatori”.

2014: publication of the above story in the Anthology by Leconte.

2017: publication of the story “Le stagioni del palato” in the Anthology “RACCONTI A TAVOLA”, Volume IV, bY Historica Edizioni.

2019: **first prize** in the competition “LeggiadraMente” launched by Carta & Penna Cultural Association, Turin, for the above mentioned story “Le stagioni del palato”.

2019: finalist for the literary award “Il Giovane Holden” with the novel “Ho conosciuto Evita. La Romagna ai tempi di Perón”.

2019: **first prize** in the competition “Scritture di strada” launched by Threefaces.org Cultural Association for the short story “Lettera di Gino a Dio”, in the *post-it* category. Publication of the story in the art and literature magazine Streetbook Magazine, edited by the above association.

### **Language skills:**

English: excellent written and oral ability

French: excellent written and oral ability

Spanish: excellent written and oral ability

German: basic knowledge

### **IT skills:**

Operating systems: Windows 10

Office Suite: Word, Excel, PowerPoint.

Other programs: AS400, Lotus Notes, Vista, SA.

Occasionally, I have experienced the use of the following CAT tools for specific projects: OMEGA T, TRADOS, MEMOQ. I have no permanent licence at the moment.

### **Other work and professional experience:**

From 10/01/2007

Employed by **Scavolini S.p.A.** as **Export Area Manager / Marketing and Communication Officer / Translator Manager**

In these years I have alternated between sales management in the following countries: Spain, Portugal, England and Wales, Scotland, Ireland, France, Belgium, Malta, Hungary.

In recent years the focus of my activity has shifted more towards Marketing and Communication, with performance of the following tasks:

- Supporting marketing activity for the appropriate markets (custom advertising campaigns, local trade fairs, brand communication at points of sale, co-marketing initiatives with dealers)

- Writing texts for multilingual Newsletters intended for the press, dealers, architects, construction firms and end consumers
- Translation Manager: coordination of translations/proofreading/editing of catalogues, price lists, texts for web and social media, technical sheets and institutional company presentations (managed both in house and via outsourcing)
- Coordination of attendance at foreign sector trade fairs with direct attendance of the company or supporting attendance by dealers
- Coordination of training workshops in Italy and abroad
- Management of in-house customer training
- Writing texts for house organ, Foreign News section

2001–2006	Sales Manager at <b>Curvet Ambienti S.p.A.</b> – Calcinelli di Saltara (PU) Sector: furniture and furnishings
1997/2001	Export Sales Department Manager at <b>Italcomma S.r.l.</b> – Montelabbate (PU) Sector: furniture and furnishings
1996/1997	Export Sales Department Manager at <b>Bagno Più S.n.c.</b> – Pesaro (PU) Sector: bathroom furniture and furnishings
1994/1995	Export Sales Department Back Office and Executive Secretary at Fiam S.p.a. Pesaro (PU) Sector: furniture and furnishings
1994	Collaboration with Marketing and Public Relations agency <b>GMPR Chiappe Bellodi</b> - Bologna

I authorise the processing of this personal data in accordance with Italian Legislative Decree 196/2003.

Patrizia Lucchi