







## PERSONAL INFORMATION



## C a r l o - M A R A S C O

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 Home carlo.marasco

Sex Male | Date of birth 22 Jan 1967

## POSITION

## Sales

## WORK EXPERIENCE

Mar 2006–Nov 2011

**Freelance Market Consultant**

Marketing Consultant - Spanish Market Analyses & Policy

As freelance for Italian Group interested in approaching to the Spanish Market. Analytic feedback have been positively used for creating a first market policy for introducing their products on this dynamic market.

Oct 1998–Jun 2004

**National & Foreign Sales & Marketing senior Manager**

Abet Laminati S.p.A. Group / Novaplast Laminati S.p.A. Abet Laminati S.p.A. Group / Novaplast Laminati S.p.A.

Managing of domestic & foreigner Customer, Agent & Distributor's framework Turnover: approx. € 8 million (75% export, approx.). Research of new market on worldwide basis (four of five continents). Business relationship with most important local Chamber of Commerce (e.g., Centro Estero Camere Commercio Piemontesi). Direct co-operation along with Managing Director for studying of new market policy. Five assistants and one secretary.

Sep 1994–Jul 1998

**Sales / Managing**

International Business Bureau Co. of C. Marasco & Co.

Exclusive distributor (just for foreigner markets) for Sereno Co. (Hospital Equipment) and for Giga Six'n Co. (engineering of s.w. & h.w. tools for dentist).

Jan 1990–Jul 1994

**1St. level sales employer**

CO.RE. S.p.A.

Managing of domestic & European Customers, throughout an Italian branch / Turin.

## EDUCATION AND TRAINING

Sep 1988–Jul 1989

**Commerce & Marketing Expertize**

CIPE-T (Turin - Italy)

E.U. scholarship gets to CIPE-T (equal two years of University).

That Institute is the most prestigious in Italy in the construction field & studies of marketing and foreign market.

Expertise in local & foreign market

I came first

Sep 1982–Jul 1987

**Diploma of book-keeping and Comm. expertise for domestic and**

**Int.'l market**

I.T.C.S. - G. Sommeiller (Turin - Italy)

- Book-keeping
- Int.'l Commerce
- Banking
- Marketing

**PERSONAL SKILLS**

**Other language(s)**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Spanish	C2	C2	C2	C2	C2
English	C1	C1	B2	B2	B2
French	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

**Digital skills** MS Office Professional (Word / Excel / PowerPoint / Access) – Internet – E-mail.

**Other skills** Working in an international environment (four of five continents) I developed a not common & wide job experience for making, managing and developing the sale framework, generally composed by Distributors and Agents.  
Marketing has been part of my challenge with a good feedback from the market. A very good and renewed team leader, enthusiasm, always optimist & realist, excellent communication skills, exigent worker, "customer target satisfaction" always has been felt as my own patrimony, a developed "problems solving" feature, ending my worker profile.

**Driving licence** Driving License "B" I've my own car.

**ADDITIONAL INFORMATION**

Publications

**ANNEXES**

- coverletter.pdf

**coverletter.pdf** 

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F.a.o.: Human Resources Dept.

Subject: C.V. - Self-Candidature as \"SPAIN - Resident / Area Manager\".

Dear Sir, Madam,

Good-morning.

I would like to catch all your attention regarding my serious job project here in Spain and for this aim, I'm looking for a direct co-operate along with a well-referenced Co. really interested in this market.

My name is Carlo MARASCO, born in Italy in 1967, sales & mktg. senior manager for a prestigious Italian group, leader in Europe and in the world in his respective business field (H.P.L., etc.).

I live in Spain since June 2004.

I'm running for an extremely & far-sighted job project for Spain.

I would like to know if in your "develop & managing business export plan" is included Spain and if yes, I kindly invite you to send me a positive reply also because its extremely important to fix in our respective agendas a business meeting, here in Spain and/or in your Country.

I would like to underline that the project is extended to the whole Country of Spain.

I'm resident in Mallorca but I'm totally temporarily available to move wherever in Spain and worldwide basis too

So, after my introduction I hope to read you as soon as possible and, thanking you for your attention, meantime please accept my,

kindest regards.

Carlo Marasco

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