



NAVID RASA



Languages

Persian: Mother tongue
Italian: C2
English: C1
French: A2
German: A1

Computer skills

Ms Word: Very good
Ms Excel: Very good
PowerPoint: Very good
InDesign: Good

PROFESIONAL EXPERIENCE

Jun 2021–To date

Export Area Manager **Dermosfera S.r.l.**

- Analysis & rebuilding the export structure and strategy
- B2B Management: Existing Distributors Network and Dealers
- Implementation of marketing strategy and promotional plans with Divisional Marketing Manager
- Market Research and New Market Development Planning
- Reporting directly to the company Director
- Provide periodic report on orders/volumes/prices/forecasting in line with company procedures and guidelines to the company Director
- Participation to International trade exhibitions and fairs in the sector

Set 2018–2021

Export Area Manager JR–Europe/Middle East **I-Tech Industries S.r.l. Bologna**

- B2B management: existing distributors network and dealers
- Provide periodic report on orders/volumes/prices/forecasting in line with company procedures and guidelines to the export director
- Implementation of promotional plans with divisional marketing manager
- Market research and new market development planning
- Key Account management: identification, implementation and development
- Reporting directly to the export director
- Participation to international trade exhibitions and fairs in the sector

March–Dec 2017

International Sales Agent for Iran **Cosmetics Sector–Make Up**

- Market research and new market development planning
- B2B management
- Participation to international trade exhibitions and fairs in the sector

July–Sep 2017

Internship-Erasmus+ Scholarship winner **Italian Chamber of Commers in Slovakia**

- Market research
- Helping with the organization of the chamber business events
- Assistance in HR Activities and preparation of interns documents
- Updating of the chamber website by using cyclone 3
- Translation and preparation of the chamber catalogue
- Updating of the Slovakia business guide data for the chamber through a research on local data base
- Social media and e-mail marketing management

EDUCATION

Sep 2016–March 2019

University of Bologna **Master's in Business Administration-International Management**

Thesis Topic : Internationalization of Italian SME's to Iran

Oct 2012–March 2016

University of Bologna **Bachelor in International Relations and Diplomatic Affairs**

VOLUNTEERING

