

SILVIA GENNARO

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OBJECTIVE

I consider myself a passionate human being, that gives her best in every cause she believes in. With a strong background study in Linguistic and Intercultural mediation and specialized in Translation and Interpreting, I love learning A LOT and I'm fascinated by challenges as a reason to grow.

Lately, I have been working in the e-commerce and new technologies field. I am empathic and a very sociable person and I really believe that connecting people creates big things.

I am an engaged and proactive team player, company goals are my goals and I think that a little visionary approach in things can lead to unexpected miracles and big satisfactions in life. Other qualities? I am practical, reliable, goal oriented, creative.

RELEVANT PROFESSIONAL EXPERIENCE

Moderation and Quality Product Manager, Wallapop SL, Barcelona (July 2015 – January 2017)

Started as a moderation agent, reviewed user generated content and profiles for Wallapop US. At that time the company was preparing for the american marketing campaign and six months of listings on the catalog needed to be revised. During that time developed knowledgement about user fraud in the US C2C market.

After less then two months was promoted as Moderation Manager.

Hired and trained a team of 20 people, tracked the quality of their performances and by the national campaign launch the team reached the premoderation goal by moderating up to 500 items per hour. During the first two months of campaign we were able to lower fraud item reports of 70% while ads volume became 5 times bigger (from 50.000 to 250.000 listings per week in two months).

In 2016 was made responsible of Moderation and Quality of the Spanish Catalog. Work includes the following aspects:

- Manage the Quality Content Team (three people)
- Responsible of the Rules of publication in the web site, of the rules of moderation and training of the agents involved in the moderation
- Establish processes and priorities, validate de cycle, communicate with people involved
- Control the good execution of the rules
- Operational providers point of contact and optimize moderation operations and ensuring KPIs
- Responsible of the Moderation and Quality Content KPIs in terms of both Production and Productivity
- Point of contact for Brand Issues (LV, Chanel, Nike)
- Recommendation for new features or tools, flows and process improvements
- Moderation Quality Tracking and Post moderation

- Set up the verification of reported ads
- Ad hoc analysis

PREVIOUS EXPERIENCES

Translation and Editing, Link To Media, Barcelona (April - May 2015)

Translation of more than 40 articles for content marketing from Spanish to Italian on a per-project basis.

Linguistic Mediator, La Formiga Association, Barcelona (March - May 2015)

As an in-house translator through the Leonardo Program (EU post-bachelors work experience scholarship), I taught Spanish to immigrants in Barcelona, translated the association's website, and provided interpretation services. It was an enriching experience on a personal and professional level.

Community Manager, Kino Kids, Rome (January – December 2014)

Main responsible of the Social Media for a section of the independent cinema theatre Il Kino. The project is dedicated to children education to the big screen. Among the tasks I coordinated the project together with a colleague, I managed the creation of the logo and the advertising both in paper and online.

Secretary, CCSE, Cassa Conguaglio per il Settore Elettrico, Rome (June - Dec. 2014)

Main contact for key society customers; primary duties included phone, and email meetings with customers and assisting them with their energy consumption goals. Enforcing compliance with government parameters.

Public relations manager, Seabel Charter SRL, Palermo, Italy. (May - Aug. 2011, June - Sept. 2013)

Customer support for foreigners seeking harbor, slips, and maritime related services in Palermo.

Private Language Teacher USA, Italy (July 2008 – Sept. 2011)

Italian to English speakers and English to Italian speakers, San Francisco, USA, Rome, Italy, and Palermo, Italy. Manage all aspects of lessons and interact directly with students.

EDUCATION

Bachelor's Degree Università degli Studi Internazionali di Rome, Interpreting & Translation, Italian as L2, Intercultural studies, 2014

TOEFL iBT Certificate Score: 85/100, Advanced English, Embassy CES of San Francisco, California 2008

Highschool Diploma Liceo Ginnasio Statale "F. Scaduto" di Bagheria (PA) in Humanities, 2006

LANGUAGES

Italian - native written, read, and spoke, with university education

English - written, read, and spoken at C1 Level (Common European Framework Reference)

Spanish - written, read, and spoken at C1 Level (Common European Framework Reference)

Catalan – written, read and spoken at A2 Level (Common European Framework Reference)

OTHER SKILLS

Creation of processes

Data Analytics Tools (Looker Analytics Tool, Grafana, InfluxDB, Kibana Elasticsearch)

Office

Google Apps

Jira Ticketing

Friendly with Agile methodology

Confluence online documentation

Customer Service Platforms

User Content Backoffice Tools

Regex Language

Note taking

Dialogical interpreting

Simultaneous interpreting

INTERESTS

I'm an avid ballet and contemporary dancer on a pre-professional level; music enthusiast and amateurial dj, interested in American pop culture. I love using my language skills and teach ballet classes.