



**BENEDETTA VITI**

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Date of Birth:	01/12/1976
Marital status:	Single
Swiss Visa Permit:	C
Nationality:	Italian

**PROFILE**

Freelance Professional Translator. Reporter for International Networks such as CAABU, Arab Media Watch, Meedan UK, OneWorld.net on the topics of sustainable development, climate change and human rights.

Marketing and Communication Executive for the profit and non-profit sector.

**WORK EXPERIENCE**

From Sept. 2020 till now

**Freelance Communicator for Independent Networks**

- Creation of content for Youtube, Reporting, Translation.

Sept. 2018 – Jul.2019

**GANHRI, GICJ, Geneva, Switzerland: Communication Officer, HumanRights**

- Contributed to the content marketing strategy, defined the editorial calendar and content distribution.
- Published engaging content for the website, publications, social media channels and newsletters.
- Optimized content accordingly to SEO and managed its distribution to online channels and social media platform to increase traffic.

Dec. 2014 – Sept. 2017

**Keysight Technologies, Geneva, Switzerland: PR & Web Editor**

- Developed content strategy aligned with short-term and long-term marketing targets.
- Published new content on the company website and for dedicated magazines.
- Optimized content accordingly to SEO, campaign performance tracking and link building.
- Implemented social media strategies for the targeted audience.

Feb. 2012 – Mar. 2013

**Faculty of Political Sciences, University of Teramo, Italy: Assistant Researcher**

- Participated to the exams commission of *Law and Institutions of Africa and Asia, International Relations* and *History of International Relation*.
- Researched on the *International monetary system and Islam*.

Jan. 2011 – Dec. 2012

**Oleander Group, Dubai, U.A.E.: Marketing Manager**

- Customer acquisition and management, events coordination and logistics.
- Supervised the distribution of the flowers to Auchan UAE and hotels chains.

Jan. 2010 – Dec. 2011

**OneWorld.net, Trento, Italy: Marketing & Communication Executive**

- Conducted marketing campaigns for this on-line network that brings together the latest news from 1,600 organizations promoting human rights awareness and fighting poverty worldwide.

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|------------------------|---|
| Sept. 2008 – Dec. 2009 | <b>INK Publishing, London, U.K.: Sales Executive</b> <ul style="list-style-type: none"> <li>• Conducted selling campaigns for in-flight magazines including Ryanair, Easyjet, Myair and CNN Traveller.</li> </ul> |
| Sept. 2003 – Mar. 2006 | <b>AQUANOVA Italia, Senigallia (AN), Italy: Sales Executive</b> <ul style="list-style-type: none"> <li>• Conducted selling campaigns of water treatments plants.</li> </ul>                                       |

### **ACADEMICS**

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|------------------------|--|
| Aug. – Sept. 2017      | The Graduate Institute (H.I.E.D.), Geneva, Switzerland:<br><b>Diploma in United Nations and Global Challenges</b>                |
| Jun. – Jul. 2010       | UN Institute for Training and Research (U.N.I.T.A.R.), Geneva, Switzerland:<br><b>Diploma in Introduction to the U.N. System</b> |
| Sept. – Dec. 2007      | European School of Economics (E.S.E.), London, U.K.:<br><b>Diploma in International Marketing</b>                                |
| Sept. – Oct. 2003      | Institute of International Politics (I.S.P.I.), Milan, Italy:<br><b>Diploma in Development and International Cooperation</b>     |
| Sept. 2002 – Aug. 2003 | I.F.O.A. together with University of Economics, Ancona, Italy:<br><b>Diploma in Foreign Trade Management</b>                     |
| Sept. 1996 – Apr. 2002 | University “La Sapienza”, Rome, Italy:<br><b>Master Degree in Arabic Language &amp; Literature</b>                               |
| Sept. 1991 – June 1996 | Liceo Scientifico “G. Torelli”, Pergola (PU), Italy:<br><b>Diploma in Scientific Subjects</b>                                    |

### **VOLUNTEERING PROJECTS**

- |   |  |
|---|--|
| Jul. 2017 – Now                             | <b>Refugee Cultural Festival and Interactions, Geneva: Volunteer</b> <ul style="list-style-type: none"> <li>• Mentoring refugees and supporting this project which aims to create an inclusive space for refugees and asylum seekers.</li> </ul>   |
| 19 <sup>th</sup> -23 <sup>rd</sup> May 2013 | <b>U.N. Institute for Disaster and Risk Reduction (UNISDR), Geneva: Reporter</b> <ul style="list-style-type: none"> <li>• Reporting on side events such as ‘Tackling the role of governments, private sector and civil society organizations in fostering comprehensive Risk and Disaster Management’</li> </ul> |
| Jan. 2011 – Jan. 2012                       | <b>Campaign “Adopt a labourer”, ROTARACT Dubai, UAE: Volunteer</b> <ul style="list-style-type: none"> <li>• Mentoring exploited workers and assist them improving their careers by providing language, computer and other professional courses.</li> </ul>   |

### **LANGUAGE SKILLS**

Italian: (mother tongue), English: (fluent), French: (fluent), Arabic: (upper–intermediate), German: (fair), Spanish: listening, reading (fluent), speaking, writing (fair)

### **COMPUTER SKILLS**

Good knowledge of the Microsoft tools: Word, Excel, Power Point, Outlook, etc.