

# Flavia Rodriguez

Publicist, Content Editor, Translator

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Date of birth: 14/06/1969



## Experience

2020 - today

### PUBLICIST

JOINFRUIT – Cuneo

Freelance

Agriculture. Planning of publicity's strategies, production and circulation of press releases, **content production IT<->ENG for website and brochures.**

2016-current

### TRANSLATOR

Linguistica International (UK) and CCJK (Hong Kong)

Freelance

**Translation IT<->ENG** of manuals, interviews, articles ecc., about different subjects.

2016 - 2018

### COPYWRITING

Melarossa.it and other websites

Freelance

**Production of content IT<->ENG** on health, nutrition, medical, agriculture and lifestyle.

2011 - 2019

### PUBLICIST AND TRANSLATOR

Ornato Comunicazione – Rome

Freelance

Publicist in the movie industry for Italian film distributions. **Translating press books IT<->ENG**, in charge of international relations and talent handling.

2003 - 2010

### PROJECT MANAGER

Triumph Group - Rome

Freelance

Planning and organizing congresses and events: from budgeting to development and onsite coordination.

## Skills

### COMPUTER KNOWLEDGE

Windows, Mac OS X

Wordpress, Mailup



### LANGUAGES

Italian

English



### EXPERTISE

Content

Social Media

SEO



## Education

### SEO & CONTENT DESIGN

DoLab di LUISS ENLABS

2015 – Workshop

### EMAIL MARKETING

DoLab di LUISS ENLABS

2015 - Workshop

### COPYWRITING & BRAND STORY TELLING

DoLab di LUISS ENLABS

2015 - Course

### SOCIAL MEDIA MARKETING

ISPA

2015 - Course

### “LE ROTTE DEL GUSTO”

Arezzo University

2006 – Food&Wine Communication Course

2000 - 2002

### GENERAL MANAGER

Planet Hollywood – Rome

Supervising the daily ongoing operations of the unit (320 seats), managing 80 employees, organizing events.

1997 - 2000

### TRAINING MANAGER

Planet Hollywood - Rome

In charge of training all new employees, of coordinating all department trainers and of updating training procedures.

1993 - 1995

### JOURNALIST

Il Giornale del Medico – Masson Editrice - Rome  
Freelance

Writing articles on a variety of health care issues, attending congresses and occasionally interviewing field's experts.

### SOMMELIER COURSE

AIS - Rome  
2004/2005 - I° & II° Level

### CREATING & MANAGING EVENTS

Istituto Europeo Design - Rome  
2003 - Course

### TEST OF ENGLISH AS A FOREIGN LANGUAGE (TOEFL)

University of San Diego, CA, USA  
1996 – Score 617/670

### HIGH SCHOOL DIPLOMA

Classical Studies  
Convitto Nazionale Vitt. Eman. II  
1987 – Graduated with a score of 48/60

## Further info

### PERSONAL EXPERTISE

Capacity of building and maintaining interpersonal relations

Fast learner and easy adaptability to different areas and backgrounds

Used to decision making and to independent working

Capacity of coordinating resources and projects

Listening and negotiating skills