



Olga Osipova

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● ABOUT ME

An experienced social media strategist and travel and cultural influencer for tourism and hospitality sector and cultural institutions.

My current focus is on providing services in social media communication by creating long term strategies and operational plans to promote high value of Italian touristic, cultural and gastronomic products of excellence and services.

My work experience represents a unique and comprehensive blend in corporate finance and marketing sectors and social media promotional and consulting projects in tourism which is supported by a strong track record which involves previous employment at Global Systemic Financial Institution (Citibank) and multinational FMCG (British American Tobacco) and current project activities as an influencer and social media strategist.

I have a Master's degree in Economics gained in Moscow, Russia, and a University degree in Cultural Tourism gained in Ferrara, Italy.

My Instagram page dedicated to my personal cultural and travel experiences across Italy and other Mediterranean countries has 60k+ followers. I consider myself a strong ambassador dedicated to worldwide promotion of Italy, raising public awareness and boosting valorisation of its touristic, cultural and gastronomic products and services.

● WORK EXPERIENCE

12/2022 – 06/2023 Ferrara, Italy

LECTURER AT THE UNIVERSITY OF FERRARA UNIVERSITA DEGLI STUDI DI FERRARA

Lecturer at the university of Ferrara of the course "Social Media communication strategies for tourism and cultural sector".

The hands-on workshop has been created ad-hoc for the "Manager of cultural itineraries" students to provide practical knowledge and to give a helicopter view on social media communication dynamics and trends.

The course is divided in theoretical lessons and practical creative work. All the content created by students and supervised by me is published on official pages of "ECeC" laboratory social media pages (Meta, Tiktok).

01/03/2020 – CURRENT Ferrara, Italy

SOCIAL MEDIA COMMUNICATION STRATEGIST (FREELANCE)

- Strategic long time horizon plans creation
- Operational and short -time horizon plan development and implementation
- Consulting (Image, strategy, content type and mood, implementation mechanics)
- Ad-hoc content creating and organization

09/07/2014 – CURRENT Ferrara, Italy

TRAVEL INFLUENCER AND CULTURAL BLOGGER

- Creation and publishing cultural and travel content
- Management and growth of loyal audience during 8 years. (60 k active followers, up to 500k involved followers, up to 1000000 views of content)

- Sponsorisation and collaboration with touristic, gastronomic and cultural brands (Costa Crociere, Eataly, S7 Airlines, Ambasciata d'Italia a Mosca, Pomì)

01/02/2015 – CURRENT Ferrara, Italy

SOCIAL MEDIA MANAGER

- Instagram pages management for private brands and personal accounts
- Content creating and PED creating
- Sponsorisation planning, Image creation, Communication mood creation.

05/03/2012 – 01/08/2013 Moscow, Russia

MARKETING PLANNING EXECUTIVE BRITISH AMERICAN TOBACCO

- Competitor intelligence analytics
- Demand planning
- Market share analytics
- Monthly and weekly demand updates in SAP APO

11/02/2010 – 04/03/2012 Moscow, Russia

INVENTORY PLANNING EXECUTIVE (DEMAND AND REPLENISHMENT PLANNING) BRITISH AMERICAN TOBACCO

05/06/2008 – 10/11/2010 Moscow, Russia

PLAN TEAM ASSISTANT AND EVENT MANAGER (PLAN DEPARTMENT, SUPPLY CHAIN) BRITISH AMERICAN TOBACCO

01/03/2007 – 10/06/2008 Moscow, Russia

CUSTOMER SERVICE EXECUTIVE JSC CB CITIBANK

07/08/2006 – 27/02/2007 Moscow, Italy

DIRECT SALES AGENT JSC CB CITIBANK

06/03/2005 – 03/06/2007 Moscow, Russia

UNIVERSITY TEACHING ASSISTANT, CHAIR OF MARKETING, MOSCOW STATE OPEN UNIVERSITY MOSCOW STATE OPEN UNIVERSITY

● **EDUCATION AND TRAINING**

01/10/2018 – 14/07/2022 Ferrara, Italy

MANGER DEGLI ITINERARI CULTURALI, SCORE 108/110 University of Ferrara

NUOVI METODI DI COMUNICAZIONE DIGITALE DELLA RICERCA ARCHEOLOGICA: IL LABORATORIO UNIFE NEL SITO DELLA VILLA ROMANA DI BOCCA DELLE MENATE (COMACCHIO)

Address via Ludovico Ariosto, 35 , 44121 , Ferrara, Italy | **Website** <https://www.unife.it> |

Field of study History and archaeology , Language acquisition , Audio-visual techniques and media production |

Final grade 108/110 |

Thesis New methods in digital communication for archeology research: UniFe workshop on "Villa Romana Bocca delle menate" archeological site.

01/09/2002 – 28/05/2007 Moscow, Russia

INTERNATIONAL ECONOMICS AND MARKETING, DIPLOMA WITH HONORS (HIGHEST POSSIBLE GRADE IN RUSSIA) Moscow State Open University

Address Moscow, Pavla Korchagina st. 22, 129626, Moscow, Russia |

Website <http://msou.ru/> <https://mospolytech.ru/en/contact/>

Address via Ludovico Ariosto, 35, 44121, Ferrara, Italy | **Website** <https://www.unife.it/it>

● LANGUAGE SKILLS

Mother tongue(s): **RUSSIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ITALIAN	C2	C2	C2	C2	C2
ENGLISH	C1	C1	C1	C1	C1
SPANISH	A1	A2	A1	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Digital skills

Internet user | Skype | Microsoft Powerpoint | Microsoft Office | Facebook | Analytical skills | Google Docs | Google Drive

Personal skills

Power Point | Team-work oriented | Creativity | Microsoft/Microsoft Office. | Good listener and communicator | Instagram | Fast Decision Making

Software skills

SAP APO | Microsoft Excel | Diseo y Creatividad Photoshop Lightroom VSCO Snapseed PicsArt Canva Final Cut Pro | Adobe Creative Cloud: Lightroom, Photoshop | Meta Business Suite and Business Manager | Social Media | DJI Mimo | Facebook Meta studio | Proficiency in Canva application | Instagram Ad | InShot - mobile video editor | Softwares for professional video editing (Davinci resolve, Capcut, Filmora). | knowledge of presentation platforms (PowerPoint, Prezi, Canva)