

Ottavia Piro

Place and Date of Birth: Naples, Italy - 31/08/1997

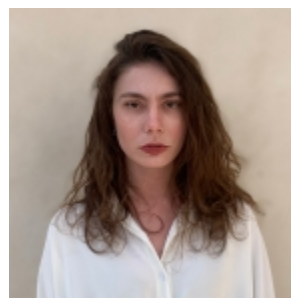
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Education

2022/2024 — LUISS Guido Carli Master's degree in Strategic Management

Major in Business Model Innovation.

2021/2022 – LUISS Business School – Rome, Italy

Master in Luxury Management

Main Courses: Luxury Market and Key Players, CRM & Promotion, Brand strategies in luxury industries, Luxury Channels and Distribution management, Store concept and design.

Final project about Dolce & Gabbana.

07/2021 – Polimoda – Florence, Italy

Course in Fashion Brand Management

Main Courses: Sociology of Imaginary, Fashion Brand Management, Fashion History, Fashion Communications.

Final project about Alexander McQueen.

09/2016 - 04/2021 – University of Naples Parthenope – Naples, Italy

Bachelor's Degree in Business Administration

Main Courses: Marketing, Production and Logistics, Accounting and budget, Political Economics. Thesis in Marketing (glocal marketing).

Work Experience

06/2016 - now — Management of private real estate — Ibiza, Spain

Management of own private luxury property and luxury accessory services (cars, boats, events).

Owner

- Capability to create and consolidate a network
- Identifying and satisfying client needs
- Negotiating with suppliers
- Financial management of the property

12/2018 – 09/2019 – Grow Up – Naples, Italy

Fundraising and direct marketing for non-profit organizations.

Fundraiser

- Loyalty-building speech
- Training new recruits
- Event planning
- Fundraising

Languages

Italian as mother tongue, fluent **English**, basic **French**.

IT Skills

Microsoft Office — HTML — Paint Shop Pro — Apple devices — Social media

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Additional Information

- Inside LVMH — 06/2022
- GROW Project (data analysis and strategies) as Team Leader of my group / FINALIST — Rome, Italy — 11/2021-04/2022
- Certificate in Arts and Heritage Management — Università Bocconi — 04/2022
- Member of Rotaract Club — Naples, Italy — 06/2021-now
- Business English — Kaplan International Languages — Dublin, Ireland — 08/2019