



Anna Bozza

Female, 35 years, born on 27 September, 1986

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Residence in: Padova, Italy

Citizenship: Russia, work permit at: Italy, Russia

Ready for business trips

Desired position and salary

Event Producer

Employment: project work, full time

Work schedule: full day

travel time to work: any

Work experience — 7 years 6 months

February 2021 —
till April 2022

Event organizer

Novo BI

Supply & Demand Planning Conf.

<https://planning-conference.ru/>

I made two conferences in supply chain and logistic fields.

I manage the full project cycle from the customer's idea to the final: concept, work with the client, creative packaging, design, communications, work with contractors, final event.

I created and trained a team of 10 person. For the first conference, my team and I attracted more than 2,100 people in 2021 (offline and online). RBC became an official media partner for both conferences. In 2021 300 participant took part on a paid basis offline.

In 2022, this figure will double (there will be a second conference in April that is in progress now).

Over the year, more than 15 partners in the field of logistics and planning were attracted to participate. Market leaders such as Coca-Cola, Dohler, Alidi, Pepsi, Carlsberg etc became partners and speakers of the conference.

Main goals:

- Developed the concept of planning conference
- Conducted negotiations with contractors and partners
- Create and managed a team of 10 people: designer, marketer, project manager, program director, partner manager, copywriter, targetologist, two sales managers and a partner manager. I set tasks for them, controlled deadlines, and managed risks.
- Gathered up to 2100 people in each event (offline and online)
- Calculated the budget. 2nd conference budget cut by 10 percent with increased profits

October 2017 —
March 2020
2 year 6 months

Head of partnership department

Partyinfo

Moscow, www.partyinfo.ru www.evdokimovv.ru

The company is engaged in organization of business conference and exhibitions

During almost 3 years I create partners' department from the zero to 300 sponsors. All conference were made for the first time and by the help of sponsors attracted more than 25 000 euros for each one that gave an opportunity to develop new conference in different sectors of business.

- created more than 30 business events (conferences and exhibitions)
- attracted 300 sponsors and partners for totally unknown conferences (beauty, dental medicine, restaurant business, investment, flower business)
- worked with potential partners, took care about every desire and creativity of partners
- created partners' department from zero to team in 3 persons
- engaged speakers
- managing and cooperation with contractors
- created webinars and courses for pr-strategy
- corporate business news and anti-crisis measures for the team and our customers. Launch of information digests, wellbeing support.

August 2016 —
August 2017
1 year

Assistant of the President

Bike Zone Italy and Alien Factory Corporation (bike store and mountain bike team)

Ventimiglia, Italy Instagram @bikezoneitaly

I create an instagram page of the company from zero to 12 000 followers. And promote athletes during the year, as a result 3 riders took a sponsorship from ONEAL.

- assistance in organizing training of mountain bikers
- support racing groups on tracks in Italy and France
- maintaining and promoting team's Instagram and Facebook
- support and maintenance of athletes in international races
- marketing and promotion of athletes

Executive producer (Fashion-Show)

Mercedes-Benz Fashion Week Russia

mbfwrussia.ru

It was my project work during three years. MBFW took place twice a year. And all this time I occupied in a different field. First year I was a producer of 360 degree recording and managed a team of 2 cameraman. Next year I was a team manager in trip all around Russia and tough designers to work in VR and AR system. And the third year I was an executive producer with a team of 10 person. We were streaming 3 days by 24 hours all fashion shows. I had 6 different location and my occupation was to manage all streaming in Tik-Tok with different bloggers like a leaders

- recording shows in 360 degree
- training of designers to work in virtual reality
- filming production
- control and organization of work collaboration with bloggers
- producing and managing Tik-Tok streaming

September 2015 —
May 2017
2 years

Development manager

Fiera Milano Russia (Italian exhibitor company. Russian department)

www.fieramilano.it

For the first months of work, I searched buyers for Italian HOST and HOMI exhibitions. And I attracted more than 150 leaders of Russian companies to take part in these exhibitions like a buyers. But after my key commitments were the creation of new exhibition in Moscow. Hospitality Design was made by me for the first time in Moscow with help of Italian consul. Such exhibition was part of Moscow Design Week. And I gathered more than 15 Italian companies who focused their targets to work with Russian market. Among them were Architecture bureau of **Federico Spagnulo**, **Technoshops**, **Chateau d'Ax** etc.

- organization of exhibitions
- selection of exhibitors
- public relations

August 2014 —
August 2015
1 year

- work with the media
- attracting buyers for HOST, HOMI MILANO
- control of construction organization
- preparation of documentation
- organization of B2B meetings
- project promotion
- Gathered up to 150 buyers

Education

Master

2021/23

Universita degli Studi di Padova

Master degree in Communication Strategies

2003/08

Moscow Language University (Gaudeamus)

Bachelor degree in Philology and lingvo-country science

Key skills

Languages

Russian — Native

English — B2 — IELTS certification

Italian — B2

Spanish — B1 — Cervantes Certification and Diploma

Skills

Leading skills Event Management Public Speaking Organization

Driving experience

Driver's license category B

Additional information

Recommendations

CEO Novo BI Evgeny Nepeivoda e.nepeivoda@novobi.ru

About me

I create conferences and exhibitions from scratch to complete readiness. I organized sales department and a partner department and taught the staff. One idea of the customer is enough for me and I assemble a team and I am ready to prepare a project. I have high networking abilities. I know how to acquaint clients and build optimal beneficial relationships between them for both parties. I am able to collect and manage a team of 10 people and more. Creative and not afraid of experimentation. I understand the peculiarities of the mentality of different nationalities and can build healthy relationships within a multinational team. I speak with designers and marketers in the same language as I have knowledge in working with professional sound and video programs such as Reaper and Unity. I can work with Canva and Power Point. I understand how to build relationships with the PR department and marketers and have a complete understanding of the structures and features of writing press releases and articles to build successful work with the media.

