



# ALESSANDRA CARULLI

EXPERIENCE PLANNER

## PROFILE

Expertise in:

- Events
- Tourism
- Education

## CONTACT

Mobile: +39 334 9199953  
contact@alexandracarulli.it  
www.alexandracarulli.it  
Via delle Driadi, 20, 66023 -  
Francavilla al mare (CH), Italy

## EXPERIENCE

### Event Organizer & Wedding Planner

Alessandra Carulli | Feb. 2008–present

Event concept, planning, organization and coordination:

- Weddings - organized independently and/or in collaboration with companies operating in the wedding sector
- Destination weddings - over a third of the customers is foreign (United Kingdom, United States, Canada and a less number from India, Saudi Arabia, Russia, Spain)
- CME/CPD Courses - International VATS Symposium 2018, Monza: organizing secretariat; International Thoracic Oncology Symposium 2019, Milan: decision making, cooperation and support to the organizing secretariat
- Corporate meetings for SMEs
- Consulting: creation of tourist products/projects - WoW Abruzzo
- Start-up and marketing promotion of accommodation facilities and event venues - Villa Estea, TraCieloeMare, La Chiave Bianca
- Creation of My Wedding Abruzzo, brand for the promotion of the region as a wedding destination

### Teaching

| 2012-present

- 2021 Economics lecturer for soft skills and work positioning: Digital Banking - Istituto Tecnico Economico Einaudi, Ortona (CH)
- 2017-2020 Economics lecturer: Working method planning, business economics, regional marketing and urban development planning, tourism legislation and sustainable tourism - En.A.P. Puglia, Miglianico (CH)
- 2016-2020 Further education: Wedding Planning, basic and advanced levels Wedding Planning for Foreign Couples - Accademia degli Eventi, Roma
- 2012-present Vocational teacher: Event organization, marketing and business promotion, communication in English and tourist English - CE.S.CO.T. Abruzzo, Pescara

### Training planning and coordination

| 2017 - present

- Project management, coordination and tutoring for E-Space Turismo training course, promoted by the Chieti Pescara Chamber of Commerce, in partnership with Abruzzo Innovazione Turismo
- Coordination of the training course Autentico, sintassi della cucina abruzzese, promoted by Abruzzo Innovazione Turismo with Consorzio Riviera del Sole

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## Administrative assistant

Bieffe CO srl | Feb. 2007 - Oct. 2007

- Invoicing
- Logistics
- Payroll processing
- Order costs management

## Hospitality hotel receptionist

Relais San Maurizio | Oct. 2005 - Jan. 2007

- Reception
- Booking
- Event management
- HR coordination
- Concierge

## Executive assistant

Villa Pini d'Abruzzo | Sep. 2004 - Jun. 2005

- Coordination of the general management secretariat
- Protocol
- Press review

## Hospitality hotel receptionist

Mare Blu Hotel | Dec. 2003 - Aug. 2004

- Reception
- Booking
- HR coordination
- Concierge

## EDUCATION

### Degree in Economics and Hospitality Management

April 2003

Marketing, business economics, legislation, foreign languages, event organization, tourism economics, tourism marketing, statistics, political economy, finance

### Science High School Diploma

1997

### Courses

Jan.-Mar. 2019

Executive Master in Web Marketing

Feb. 2011

Wedding Planning, Confesercenti Pescara

Jun.-Jul. 2008

RCSC: Requalifying Customer Service for Commerce, C.E.S.CO.T. Abruzzo

Apr. 2008

Wedding Planner, basic and advanced levels, Accademia degli Eventi Roma

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## SKILLS

### Languages

#### Italian

Mother tongue

#### English

C1

1996 Certificate in Advanced English

#### German

A2

### Communication skills

#### Excellent communication skills

acquired through the professional experience of mediation among customers and suppliers, of work in contact with the public and with the experience in the associative field

#### Excellent interpersonal skills with foreigners of different nationalities

acquired through relationships with foreign customers, teaching activities to migrants and numerous stays in the United States and England

### Organisational / managerial skills

#### Excellent leadership and team leading skills

acquired in the company and in the roles of consulting and professional collaboration

#### Excellent problem solving skills

acquired through the profession of event organizer

### Job-related skills

#### Excellent ability to plan and manage projects

in cooperation with firms and/or institutions

#### Very good knowledge of staging techniques

acquired in the supervision of events

### Digital skills

- Excellent ability to use Office: Word, Excel, PowerPoint - Excellent knowledge of social networks: Facebook, Twitter, Pinterest, Instagram, Google App, Youtube - Good knowledge of the Joomla CMS and discrete Word Press CMS - Good knowledge of management software: G2 Zucchetti, Fidelio Express, Ericsoft, HotelXP

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## Other experiences

**2017-present Member of the Board of Directors  
Adriatica Servizi s.r.l. - Chieti**

- Planning of tax and service activities, HR coordination, economic and financial management

**2015-2017 Councilor of the Chamber of  
Commerce - Chieti**

- Representative of the tourism and trade sectors, designated by the local union firm Confesercenti. Participation in the definition of the programmatic guidelines of the Chamber and consequent resolutions (budgets and final accounts, multi-year programs)

**2011-2017 Member of the CIF Female  
Entrepreneurship Promotion Committee  
Chamber of Commerce - Chieti**

- Member representing the SMEs of the Tertiary and Tourism sectors, upon designation by Confesercenti. Public relations. Political and technical participation in moments of co-planning.

## Membership in groups / associations

- 2009/ present Contact person for female entrepreneurship in the representation activities of the Confesercenti national system
  - 2017/present Member Regional Presidency of Confesercenti Abruzzo
  - 2013/present Member Presidency of Confesercenti Chieti
  - 2009/present Member Slow Food Francavilla al Mare (CH)

## Privacy Policy

I authorize the processing of my personal data pursuant to the (EU) 2016/679 GDPR Regulation.