

Valeria La Grotta

✉ valerylagrotta@gmail.com

📍 6 Mullins Place

☎ +44780 9114648

Enthusiastic orator with strong communication skills. Speak 3 languages. Efficient in discussing and presenting projects. Excellent research skills; great proficiency in drafting reports. Strong work ethic; Highly motivated for professional development.

Education

Since February 2017 **Undergraduate Degree**
London Metropolitan University London
Bsc (Hons) International Business Management
(First expected)

From September 2016 to December 2016 **IELTS**
IH International House London School London

From September 2014 to June 2015 **High School Diploma Psychology and Social Sciences**
Istituto Lorenzo Valla Milan

Business Projects

From January 2018 to April 2018 **The London Spa**
London Metropolitan University London
Developing an individual project by following a business model canvas. Conducting market research. Presenting the project to a commission of lecturers. Evaluated as top mark A.

From March 2017 to May 2017 **Tesco and M&S research**
London Metropolitan University London
Business research on TescoPlc and M&S Plc: calculating ratios, analysing financial performance by consulting Balance Sheet, Cash Flow statement, Income statement. Drawing a Report upon completion.

February 2017 **Tate Modern: The Teddy Bear**
London Metropolitan University London
Designing a unique product for Tate Modern Museum to be sold at the Souvenir Shop. Budgeting the initial capital, calculating break-even point and forecasting sales. The project was estimated to get a high return of investment (ROI) with a minimum cost.

Skills

Interpersonal skills



Analytical skills



Multitasking



Organisational Skills



Presentation skills



Languages

English



Italian



Spanish



Computer skills

Microsoft Office



SPSS



Bloomberg platform



Work experience

From October 2015 to November 2016 **Hostess**
Home House London

DUTIES

- Welcoming members;
- Attending trainings and pre-shift meetings to ensure impeccable customer service
- Addressing customers complaints

ACHIEVEMENTS

- Awarded as 'Best Employee of the Month April 2016' in recognition of outstanding commitment above and beyond the call of duty

From January 2014 to June 2015 **Export Sales Representative**
FatPro Srl Milan

DUTIES

- Dealing with export documentation and labelling
- Conducting market research and defining pricing strategy accordingly
- Attending regular meetings with clients and executing direct sales

ACHIEVEMENTS

- Built solid business relationship with new clients and strengthened cooperation with existing ones
- Exceeded monthly sales target by developing an outbound telephone calls program to offer bespoke solutions to clients

From January 2011 to December 2013 **Business owner**
Vanilla Ice Milan

DUTIES

- Creating a social media marketing campaign to promote the business
- Administering a Facebook page to boost exposure

ACHIEVEMENTS

- Improved buying power by negotiating with key suppliers of raw materials and problem-solving skills
- Strengthened multi-tasking skills
- Enhanced leadership skills by supervising a team of 4 employees

Interests and Activities

Member of the International Students Society at London Metropolitan University;

Success Coach at London Metropolitan University;

Member of IoD, Institute of Directors;

References

Dr. Jalil Ahmed
Senior Lecturer at London Metropolitan University

j.ahmed@londonmet.ac.uk

Mr. Steven Fajana
HOD at Home House

s.fajana@homehouse.co.uk