



FRANCESCA CARDARELLI

Communication Specialist

18 years experience in innovative
B2B & institutional settings undergoing change.
Dynamic, proactive, versatile team leader
Strong transversal competences & language skills

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5 LANGUAGES

French: C2 excellent
English: C2 excellent
Finnish: C1 excellent
Spanish: B2 Very good
Italian: Mother tongue

15 YEARS ABROAD

Belgium: 2,5 years
Finland: 7 years
France: 6,5 years

EDUCATION

2016 Communication & Media
Celsa Paris Sorbonne

2007 Entrepreneurship
Helsinki Marketing Institute

2001 Marketing &
Communication
Bologna Business School

2001 Master Degree in
Conference interpreting
University of Bologna

PROFESSIONAL EXPERIENCE

International Marketing & Communication Advisor

Freelance, Parma, Italy | 2019

Business development through communication, Marketing, PR activities for food, tourism, technology, culture.

Global External Communication Manager

Sidel Group, Parma, Italy | 2016-2018

- Provide best-in-class external communications for the Services portfolio.
- Support the Group brand and strategic priorities globally, Drinktec 2017.
- From communication plan definition to cross-channel regional implementation.

International Communication Manager

Leaders Club International, Paris, France | 2015-2016

- International development through events, partnerships, network animation.
- Innovative concepts promotion. International Awards organisation.
- Redesign of website. Online and offline publications. CRM implementation.

Information & Communication Manager Europe

Ecomouv / Autostrade per l'Italia, Paris, France | 2012-2015

- Definition of the external communication plan together with French State.
- Online and offline communication tools design and publication in start-up mode.
- International PR, institutional partnerships and events. Crisis communication.

International project coordinator

Finnish delegation to Unesco Paris, France | 2011

- Interinstitutional liaising: Unesco, OECD and Finnish Ministries.
- Events and institutional visits organisation.
- Reporting on strategic programs.

EMEA Marketing & Communication Manager

Eaton Power Quality, Espoo, Finland | 2008-2010

- Integrated communication plan implementation for product launches in the region.
- Corporate communication deployment strengthening brand equity. Rebranding.
- Marketing publications. International media monitoring.

International Business Development Coordinator

Technopolis Vantaa, Finland | 2007

- Organisation of the 7th International Aircargo Economic Conference.
- Market analysis of international airports business areas.

Conference interpreter, translator and interpreting professor

Freelance, Finland | 2005-2007

EMEA Marketing & Communication coordinator

St Jude Medical, Zaventem, Belgium | 2002-2004

- EMEA HQ marketing literature move from Sweden to Belgium.
- Marketing & Communication activities supporting product launches.
- Centralisation, production and distribution of multilanguage marketing literature.