

ELISABETTA SERPO

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Performance Summary

Extensive international experience in time-sensitive, fast-paced environments with a focus on publishing, production and high-end retail arenas. Heavy customer interaction with positive results for each firm.

Detail-oriented, excellent organizer and a solid team player. A quick learner and an excellent communicator with an ability to perform well in a multitasking environment. Trilingual in English, French and Italian.

Possess Legal Authorization and all necessary documents to work in the United States.

Professional Skills

- International Client Relationship Management
- Customer Service
- Negotiation Skills
- Problem Identification/Solutions
- Planning/Organization
- Event Management

Volunteering Experience

FRENCH-AMERICAN CHAMBER OF COMMERCE, Houston, TX 2015 – Present

Event Coordinator

- Organize Chamber meetings, luncheons, events for foreign delegations, and round table conferences on entrepreneurship.
- Visit venues to secure event space and negotiate terms of contract.
- Calculate budgets, maintain financial controls and budget reports, problem solve, interface with clients, speakers, sponsors, vendors and create event promotion.

HOUSTON ACCUEIL, Houston, TX 2015 – Present

Advertising Sales Executive

- Maintain and service existing accounts while stimulating new accounts among the French-American business community.
- Help customers promote their products or services in the most effective way possible.
- Meet and exceed sales targets as outlined by Board of Directors.

Professional Experience

INTERNATIONAL NEW YORK TIMES, Courbevoie, France 2008 – 2014

Advertising Sales Executive

- Managed the Education and Art advertising division of the print and digital editions of the newspaper for Switzerland, Belgium, Luxembourg, Spain, Portugal and Greece. Developed a client portfolio valued in excess of \$150K.
- Conducted negotiations with international clients and collaborated with them to determine business goals and objectives while providing effective advertising solutions.
- Built and maintained strong client relationships (70% media agencies, 30% direct advertisers).
- Partnered with the Director and (3) Advertising Sales Managers to provide effective sales support to customers in the high end watch industry sector helping to drive year over year revenue growth (\$14.5 million annually).
- Managed all communication with customers (proposals, dispatch of sales material, invoicing and material follow up) and internal departments (creative, circulation, financial).
- Managed media partnerships with watch industry trade shows (*Baselworld, Belles Montres*) to increase visibility of The New York Times Media Group.
- Managed Luxembourg market and the newspaper Funds listing with Morningstar.

INTERNATIONAL HERALD TRIBUNE, Neuilly-sur-Seine, France 2005 – 2007

Circulation and Marketing Assistant

- Promoted the newspaper and its marketing offers to increase revenue and attract new subscribers. Raised the number of new subscriptions by 30% through marketing campaigns.
- Awarded the distinction of “Best in Sales” in 2007.

- Assisted the Circulation Manager in ensuring quality control guidelines and communicated on a day-to-day basis to distributors and clients to resolve customer service/distribution related issues in a timely and efficient manner.
- Demonstrated competency in increasing and maintaining customer satisfaction while ensuring that customers' individual needs were met.

OBERTHUR CARD SYSTEMS, Nanterre, France

2003 – 2004

Product Marketing Assistant

- Provided back office administrative support for (12) Product Managers involved with the manufacture of credit cards, access control cards & ID cards.
- Prepared logistics charts as well as team follow-ups & action plans.
- Kept accurate and clear records within the global CRM system to provide a solid deal history.

HOTBRAY Ltd., London, England

2001 – 2002

Sales Assistant

- Responsible for supporting (3) Managers and (1) Business Director of this high-end automotive parts supplier (Land Rover, Jaguar, MG Rover) by providing administrative and customer support.
- Resolved order and inventory problems by investigating data and history and delivering client satisfaction.
- Prospected for new clients throughout Europe as well as maintaining and servicing existing contacts.

GILMAR DIVISIONE INDUSTRIA, S. Giovanni in Marignano, Italy

1999 - 2000

Deputy, Marketing & Sales

- Served as the interface between the sales force and the headquarter of this retail firm involved with the manufacture and distribution of quality clothing brands (*Iceberg, Ice Iceberg, Frankie Morello, Brooksfield, N 21*) in Italy and abroad.
- Managed weekly sales reports and monitored the provisional budgets for each sales campaign.
- Travelled to regional markets and assisted Sales Director in collections presentation to buyers.
- Primary support and lead point of contact for designer, quality control, production, handling and shipping department to verify that orders, production and distribution channels were all synchronized.
- Fostered and maintained strong communication and business relations with all suppliers.

ITALY-AMERICA CHAMBER OF COMMERCE OF TEXAS, Houston, TX

1998

Assistant to Project Manager

- Collaborated with the Project Manager in the organization of *Taste of Italy*, a special event for local and international clients to promote trade relations between Italy and United States and encourage the development of Italian business in Texas.
- Promoted the IACC events and services through mailings, networking events, trade-targeting workshops and tastings.
- Managed local and overseas enquiries, provided information on trade shows and exhibitions in Italy and in the United States, represented the IACC at various business events.
- Undertook the "Annual Report" on economic development in Texas with an emphasis on the business, financial and legal aspects of Texas meant as inducements for foreign investment, especially from Italy.

Education

Alliance Française, Paris, France
French Language Diploma

2003

Università di Urbino, Urbino, Italy
Communication & Marketing Certificate

1999

Rice University, Houston, TX
Communication Skills & Professional Development Certificate

1997

Università di Urbino, Urbino, Italy
M.A., Modern Foreign Languages & Literature

1996

Università di Bologna, Bologna, Italy
B.S., Political Science

1991