

Paolo Virde

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EDUCATION

Canadian School of Florence, Florence, Italy September 2020 – June 2024
Ontario Secondary School Diploma (OSSD)
Subjects: English (ENG4U), Advanced Functions (MHF4U), French (FSF4U), Analyzing Current Economic Situations (CIA4U), Business Leadership (BOH4M), Data Management (MDM4U), Passion Projects (IDC4U), Canadian & International Law (CLN4U)

HONORS AND AWARDS

Excellence Award in Grade 11 Chemistry, Canadian School of Florence June 2023
Awarded this prize for participating in class activities with extremely high standards and commitment.

Excellence Award in Leadership, Canadian School of Florence June 2022
Awarded with this for my engagement in the student council and class discussions; participated in extracurricular school clubs, chosen to introduce the school to parents and potential new students. Award is given to one student per academic year.

INTERSHIPS AND COMMUNITY SERVICE ACTIVITIES

General Manager at Diva Lodging Luxury, Florence, Italy October 2022 – present
Managed online listing, customer management and satisfaction, checked-in and out guests, collected IDs and city tax, partnered up with local guides, transfer companies, and restaurants to provide a complete service.

Marketing Manager at Panificio La Spiga, Florence, Italy March 2021 – present
Professional content creation, social media management (Instagram, Facebook), website & eCommerce creation and management, launched a collaboration with the Candian School of Florence allowing students to order food directly from the school during lunchtime.

Volunteer to help flood recovery, Campi Bisenzio, Italy November 2023
Helped to shovel the mud after the severe flood that hit Tuscany during Fall; cleaned up the streets, emptied flooded houses and delivered food, clothes and basic necessities to people in need.

Volunteer at Canadian School of Florence, Florence, Italy October 2023
Helped the school to collect money for a fundraiser aiding those impacted by the Morocco earthquake. Convinced students to participate and sold handmade brownies to raise funds.

Intern at Borgo Smeraldo Villas & Hotel, Porto Cervo, Italy August 2023
Checked in and out clients, managed customer relations, booked luxury activities for guests, and managed informational and promotion activities.

Intern at Magenta Florence, Florence, Italy March 2021 – June 2021
Started creating a new website dedicated to the world of young people in Tuscany and have set the foundations for the future launch of their TikTok page.

EXTRACURRICULAR ACTIVITIES

Soccer at Patrignone, Arezzo, Italy September 2023 - present
Been playing as right wing and competing with the local club "Patrignone GS" in the ARCI tournament.

International Leadership and Organizational Behavior, Bocconi June 2023 – November 2023
Attended an online course regarding International Leadership: learnt about navigating culture, leadership acumen, communicating effectively, motivating followers, building professional networks, and managing conflicts.

World Cultures Club, Canadian School of Florence, Italy September 2022 – June 2023
Discussed different cultures with students coming from different nationalities and cultural backgrounds, shared different experiences, discussed different themes related to multiculturalism and developed a game regarding multiculturalism.

Website consultant at McRevo, London, United Kingdom July 2023
Website design in the world of metaverse and NFTs, improved website design and responsiveness.

Photographer and consultant at Malevo & Essenza, London, United Kingdom & Arezzo, Italy June 2023
Photographic shooting to food, place and personnel. Produced content to be used on social media platforms and website. Provided the restaurant with advice to properly manage their online presence and designed an editorial plan for their Instagram page.

Marketing Manager at Pino's Sandwiches, Florence, Italy July 2021 – January 2023
Professional content creation, social media management (Instagram, Facebook, TikTok), increased Instagram following from 5,000 to over 10,000, website & eCommerce creation and management, launched Tuscan wine selling online campaigns (targeting the US market), Influencers' relationship management and collaborations, launched the TikTok page.

Marketing Manager at New York Eyes (4theinsta), New York, United States February 2020 – January 2023
Social Media Management (Instagram, Facebook, TikTok, YouTube), website creation and management (with blog, ads, and the possibility to become a premium member), community management, partnerships management, launched and grew the TikTok page to 80k followers and 1.5 million likes.

Website Developer for Simone Olivari, Florence, Italy February 2022 – July 2022
Website development & design, content writing, translation.

ADDITIONAL SKILLS AND INTERESTS

Languages: Italian Native speaker; English Fluent (OSSD); French Intermediate; Spanish Intermediate

Computer skills: Microsoft (Power Point, Excel, Word), Prezi, Pages, Keynotes. Canva, Mailchimp, Asana, WordPress.

Other hobbies and interests: Finance, crypto, productivity, soccer, Formula 1, travelling, tennis, volleyball.