

LUDOVICA MIGOTTO

PROFILE

Graduated in **Hospitality, Tourism & Management**, with previous training in **Sociological Sciences** and experience in **Event & Human Resource Management**. Thanks to my professional path, I have developed a passion for **Hospitality & Luxury Management, Marketing** and **Event Planning**. Through my academic background, have acquired a good knowledge of the **Revenue & Marketing Hotel Departments**. I am currently looking for a professional opportunity to expand my knowledge and put my skillset into practice.

LANGUAGE SKILLS

Italian: C2
English: C1
French: B2
German: A2

IT & DIGITAL SKILLS

Mac & Microsoft user
Microsoft Office Suite
Excel
Google Suite
SPSS (Statistical Analysis Programme)
Canva
Amadeus
CHIA (Hotel Industry Analytics)
Mailchimp

HOBBIES & INTERESTS

- Hospitality and
- Tourism Event
- Planning Marketing
- Swimming

ACADEMIC PROJECTS

AccorHotels | Business Plan Development

Creation of a business and financial plan for a new hotel opening in Paris including a 5-year P&L Statement.

AccorHotels | Promotional Marketing Campaign

Development of a promotional video for the Accor Heartwarming Advertising Campaign to showcase the value of the brand.

EDUCATION & TRAINING

Master's Degree in Hospitality & Tourism Management

IULM University Milan, | Sep. 2021 – Nov. 2023 | 110 cum laude

- **Specialization:** Digital Technologies & Data for Tourism and Creative Industries
- **Areas of Interest:** Revenue Management, Accounting, Data Analysis, Marketing Strategy, Customer Experience Design

Erasmus+ Program at Université Catholique de Lille

Lille, France | Jan. 2023 - Present

- **Areas of Interest:** Amadeus program, Revenue management, English Communication, International Negotiation, Sales Techniques for Tourism

High School Diploma in Language Studies

Caterina Percoto High School, Udine | Sep 2013 - June 2018

- **Area of Interest:** English, French, German

Exchange Student 4th year of High School

Chaffey High School, Ontario, California(USA) | Aug. 2016 - June 2017

PROFESSIONAL EXPERIENCE

Culinary Coordinator Trainee

Bulgari Hotel, Milan | May – Sep. 2022

- Supported the management of the Kitchen Department within the Chef Niko Romito restaurant in the Hotel
- Coordinated requests coming from other departments during Event planning and management
- Analyzed and calculated the food costs

Receptionist Intern

Mama Shelter Hotel, Lille | March – June. 2023

Stage Trade Marketing Turismo

AIGO, Milan | December 2023 – June 2024

Analysis of the market and competitor's products and management of the destinations' promotion in Italy