

## FABRIZIA CORSI

Born in Trieste (Italy) 21/05/1980  
Address: Flat 14, 49 Hacon Square  
E8 3BE London  
mobile: 07876425300  
email: [marea80@hotmail.com](mailto:marea80@hotmail.com)

**CAREER GOAL:** To take on responsibility within a company and to contribute in a creative way to the success of my team and the company.

### WORK EXPERIENCE

- **12/2011 – 01/2013 Market Research Project Manager at Crowdlab (applications dev – mobile research)**

**Main Responsibilities:** Working closely with clients, managing the full lifecycle of research projects for an innovative mobile research company. The research uses bespoke mobile/web technology to help brands really engage with their audiences. Coordinating internal creative and technical teams on research projects that combine quantitative and qualitative techniques, live in person events with face to face interviewer teams, online work with panels and offline work with qualitative focus group recruiters. Coordinating clients, manage stakeholders, producing documentation, developing processes and everything else necessary for a great end product.

- **09/2008 – 11/2011 Market Research Project Manager at Synovate Healthcare**

**Main Responsibilities:** I was responsible for ensuring that online and traditional pen and paper projects run on time, to specification and on budget within the team. This involved supervision and development of Project Controllers in conjunction with the Senior Project Manager and management of quotations and follow ups. The position requires continuously liaising with the client, the team, the internal departments and other international agencies.

**Achievements:** I make sure client and internal relationships are strengthened with efficient communication. My clients are very satisfied by the quality and punctuality of the information provided. I make sure that the relevant costs in the quote are kept up to date and successfully monitor the profit margin from the commissioning stage till the end of the study. I have increased the gross profit for some critical projects. I efficiently manage the teams in our international offices. I have built solid relationships with them so that they see me as a point of reference for running the studies. I support the team leader by implementing strategies to maximise the job's profit and management efficiency. I have developed a unique knowledge across healthcare and pharmaceutical market in Europe for both online and traditional pen and paper research.

- **08/2007 - 08/2008 Market Research Project Coordinator at Synovate Healthcare**

**Main Responsibilities:** The main purpose of the job was to supervise the on line and written traditional project process and provide good client service from the commissioning stage of the project to the final deliverable. I provided assistance to the Team Leader and Senior Project Manager (SPM) and was responsible for ensuring projects within the project team ran on time, to specification and on budget. I also helped with the coaching and supervision of freelancers and other temporary administrative staff.

**Achievements:**

I had very positive feedback from clients on delivery and completion of the projects.

I provided regular updates and feedback which helped maximise the information provided to the client.

I provided useful advice with regard to project processes which have been used to elaborate arguments to the client. I kept accurate financial reports and ensured that recruiters paid claims

I ensured that invoices were completed and processed in a timely manner.

I worked with freelancers who assisted the diary team on various administrative tasks. I managed them and clearly explained the requirements of what I wanted completed.

I managed to be focused on the job, prioritized tasks and supported other colleagues in difficulty and under pressure.

- **06/2006 - 07/2007 Office Team Administrator at Synovate (AEGIS group) Healthcare London (market research)**

**Main Responsibilities:**

- Event planning and organization: (supported the team in the decision making process, contacted the conference centre to request availability and quotes, booked the conference exhibition stands, furniture and freelancers, booked travel and accommodation for the team members, processed invoices, assisted the team while on the conference).
- Marketing administration and coordination (liaised with the marketing team to create marketing materials for the team and selected the merchandise in line with the company image).
- Support to Group Head (RD) for financial reporting including updating spreadsheets and databases for jobs and proposals and invoicing of projects.
- Organised a team of 9 and dealt with many departments within the company.
- Updated key database/spreadsheets, the project calendar included the Marketing and Sales and Revenue matrix
- Raised proposal/job numbers with accounts and opened job/proposal files - Created and managed the client database for Synovate Healthcare - Managed and updated target client information and supplier contact lists - Created power point presentations for projects and wrote stand reports after the conference research

**Achievements:** The experience in Projects/Events Co-ordination (for international conferences) was fundamental. It developed my communication skills and my ability to multi-task and look after many various types of projects simultaneously. I've become familiar with liaising at many different levels, and developed a good relationship with the key contacts of the business (like conference centre project managers). I managed to successfully solve problems that arose during the conference period promptly providing correct information to the members of the team on site. I obtained more convenient solutions and solved invoicing issues negotiating with the conference organisers.

- 03/2006 **Free lancer** in market research at Synovate Healthcare London
- 11/2003 - 04/2004 **Internship** within the communication department at The Institute of Advanced Architecture In Catalonia, Barcelona, Spain
- 01/2003 - 07/2003 **Internship** at an ergonomic work-project, creating a virtual museum for Cittafiera of Udine
- 2002 – 2004 **Promoter** for various marketing and promotion agencies in Italy. (Illy, Sharp, Bellini, ect.,)
- 10/2001 - 12/2001 **population censor** (field interviewer) for ISTAT; (Italian national institute for statistics and research )
- 04/2001 - 05/2001 **Promoter** for Luxa TV, an internet digital TV station.
- 09/1999 - 03/2001 **Junior graphic- and web-designer apprentice** at Opera S.R.L., Trieste, Italy (EDUCATION)
- 05/05-03/06 **Advanced Music Production Course** at Point Blank Music College in London
- 02/05-04/05 Upper Intermediate **English course:** at Aspect College, London
- 09/99-15/11/04 **Master Degree** in communication science (institutional and enterprise) at the University of Trieste (grade: 107/110).
- 02/13 – 02/16 Diploma of Higher education in **Graphic Design** at the University of Hertfordshire

Main Subjects of study: Marketing, Image Promotion, Methodologies and Techniques of Social Research, Ergonomics, Social Psychology, Iconology, Communication for the Enterprise.  
Graduation Thesis Title: Customer Relationship Marketing through Information and Communication Technology

- 09/94-06/99 **High school** "Liceo scientifico statale G.Galilei"(scientific studies) grade: 86 /100

**OTHER SKILLS**

**Language skills:**

- Mother tongue: **Italian**

- **English (writing, reading, verbal skills)** Fluent
- **Spanish (writing, reading, verbal skills)** Conversational

**Computer skills:**

- Microsoft office, Windows 98, Windows NT, Windows 2000, Windows XP, Mac Os, Photoshop, Filemaker Pro, Cubase, Ableton, Internet and e-mail. Frontpage

**Personality:**

- I have a general **optimistic** outlook.
- I'm very **extroverted** and self-confident.
- I like working with other people as a **team player**, but I also work very well on my own
- I have excellent time **management skills** and a passion for detail.

**Other interests:** Professional DJing, sound design. digital images elaboration, Internet (basic web page management and social networking) playing the piano, fitness, horse-riding, gym, skating, running, cooking, nutrition, oriental culture, painting and drawing, creating accessories, travelling.