

EUROPEAN  
CURRICULUM VITAE  
FORMAT



PERSONAL INFORMATION

Name *Giuseppina Lo Mascolo*  
E-mail [REDACTED]  
Nationality Italian  
Date of birth 21.10.1972 Agrigento

WORK EXPERIENCE

- Dates (from – to )
- Name and address of employer
- Main activities and responsibilities
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**2022 - today**

**Università degli studi di Palermo – Facoltà di Economia**

- **PH.D Student in Economy and Statistics**

**2016 - today**

**Università degli studi di Palermo – Facoltà di Economia**

- **Degree course in Management and economy of tourism services (Bachelor degree):** Workshop about Costs analysis and price determination for hotels.
- **Degree course in Management and economy of tourism services (master degree):** Lecturer for Revenue and Yield Management
- **EMABEC – Master in Management of cultural heritages:** Lecturer for Introduction to statistics and market analysis.
- **PH.D Student in Economy and Statistics**

**2016 - 2023**

**Università degli studi di Palermo – Facoltà di Economia**

- **EMABEC – Master in Management of cultural heritages:** Lecturer for Introduction to statistics and market analysis.

**October 2014 - Today**

**Interlude Management s.r.l.**

**CEO and Founder of Interlude Hotels & Resorts Brand**

Interlude management is the development of free lance activity about total marketing strategies of hotels and of destinations. It is a hotel management company specialized in very small boutique hotel (less than 60 rooms). At the moment we are working with about 20 hotels and 2 destinations.

Interlude Hotels represent features and traditions of the places where they are build. In order to offer a taylor made experience we decided to divide hotels in dream, emotion, experience. In this way our guest book his holiday style according to the way he would like to live it.

**April 2012 – December 2014**

**Free Lance**

**Revenue & Sales Management and Destination Management Consultant (varie strutture)**

*Strategic planning of any price and communication in order to maximize brand position and awareness among individual markets, whole salers and OTA. Evaluation of budget and strategic planning of price and market positionnig.*

*Development of destination management, SWOT analysis, evaluation of specific target market, training of any participant of the destination itself in order to better communication.*

*Development of communication strategies in International markets in order to maximize destination awareness.*

*14 April 2011 – 3 January 2012*

**Genoardo Park Hotel – Baglio Conca d’Oro  
4\* Hotels – Monreale (Palermo)**

**Hotel and Sales Manager**

*Planning of new management and sales strategies in order to maximize re source use and results. Restyling of communication for all channel (traditional and ITC) and of the company mission itself with the aim of reaching new target market. Important public*

*relation campaign in order to achieve more results for MICE department. Introduction of internal marketing and better hr management promoting with people not only the company mission but also results achieved.*

**2010-till now**

**UET ITALIA SRL**

- Dates (from – to)
- Name and address of employer
- Main activities and responsibilities
- Expert for project work module for Master in Hotel Management and Master in Management of Tour Operators
- Lecturer for Revenue Management for the Master in Food & Wine Management
- Expert and lecturer for the main course of Revenue Management

*28 November 2008 – 23 April 2010*

**Marriott – Cork (IE)**

**Customer Care & Sales Specialist**

*As a part of the British/Irish Regional Team I managed sales for all the 4\*, 5\* and Golf Club Marriott Hotel (Brand: Marriott, JW Marriott, Renaissance) in Great Britain and Ireland. As Italian speaker, I managed sales for Italian market for worldwide hotels. As French speaker, I managed sales for French and Belgian Marriott Hotels*

*March 1997 -November 2008*

**Self employment**

**Statistician, Marketing and Business analyst, Planner, Project Manager**

- Dates (from – to)
- Name and address of employer
- Main activities and responsibilities
- Statistician, marketing and strategic planning for SME of handcraft and typical food.
- Business planning for financial aid for manufacturing, tourism and commerce enterprises.
- Sample planning for market research and data analysis for manufacturing enterprises with particular reference to the Sicilian market.
- Market analysis and planning for the activity of charter sailing in order to gain admittance to the financial aid of POR Sicilia 2000-2006.
- Consultant for AAPIT of Palermo in partnership with 23 town councils of the province and 5 private institutions, in order to implement the project "The Places of Memory".
- Research about "Thermal tourism" – "Report on thermal tourism in 2004" – Mercury s.r.l.
- Cooperation with Mercury s.r.l. in order to implement market research and data analysis for the "Report about tourism".
- Data analysis about tourism in the last ten years for the project "Take the tourism out of the seasons" – cooperation with AAPIT – Palermo, University of Palermo, Faculty of Economy, Degree course in "Economy and management of touristic services".
- Moccia Group – Project "Communication and marketing plan for the Alto Belice Corleonese area" - Cooperation for writing of questionnaires for enterprises selection.
- Consultant to plan a master in Setting up museums with particular attention to people with disabilities. Implementation of an exhibition in partnership with University of Siena, Fondazione Mandralisca of Cefalù, and the Regional Museum of Natural History and permanent exhibition of Sicilian Handcart
- University of Palermo – Laboratory for Madonie local development system – Consultant for research, collection and digitalization of rules and forms in order to create a data base about National and Regional rules in Tourism and about Financial aid for touristic enterprises.

**Training and Publications**

- J. Del Duca school, Cefalù, teacher for a post-diploma course in "Market Research".
- "Marketing and Sales organization" course, Teacher of "Market Research" and coordinator of the project work (FSE).
- Presentation seminar for website of Isnello Town Council, spokeswoman for "Market analysis to implement the website and marketing for tourism".
- Spokeswoman for "Sampling techniques and multivariate analysis, Palermo University, Faculty of Communication Science.
- Cooperation for the publication "Rules for touristic structure in Sicily" edited by AAPIT of Palermo, developed part about financial aid for enterprises (2003).
- Salvemini Institute, Palermo, teacher for art, history and Sicilian tradition in view of their promotion for micro specialization courses (PON) for "touristic guide", Expertise in artistic and cultural itineraries", "Promotion of *Parchi letterari*".

- Treasurer of a Cultural Association called Siqillyia , the aim of which is cultural and economic brokerage among Mediterranean countries.
- Hotel School of Palermo, meeting "Turismatica", Spokeswoman about "Web-marketing and tourism".
- ITC School "L. Sturzo" Bagheria (Palermo) – Meeting Cycle "Become integrated in the territory – Job ideas" – Spokeswoman about "Financial aid for touristic enterprises".
- Salvemini Institute, Palermo, teacher of "Marketing for tourism" into micro specialization courses (PON).
- AAPIT, Palermo, meeting on "Reception quality and hotel management" – spokeswoman about "Financial aid for touristic enterprises".
- Alcamo (Trapani) – Course on "Antiracket and Antiusury" – Teacher in "Credit and Banking".
- Course "Expertise in marketing for tourism and cultural goods" Cod. n. IF2007A0014– Teacher in "Marketing and communication of cultural goods" and coordination of project work.
- Course "Expertise project social interventions" part of the project named Global Jobs cod. n. IF2007A0001 – Teacher in " Project Cycle Management" and " Management" .
- Course "Learning during work" – Teacher in "Computer science".
- Course "Help people work regularly" – Teacher in"Computer science".
- Cooperation for the publication "Rules for touristic structure in Sicily" edited by AAPIT of Palermo, developed part about financial aid for enterprises (2007).
- UET Italy – Master in "Hotel management" – Teacher of "Financial aid for touristic enterprises"
- UET Italy – Master in "Touristic enterprises management" – Teacher of "Financial aid for touristic enterprises"
- UET Italy – Master in " International Meetings Tourism and Event Organization" – Teacher of " Budgeting and Finance on Marketing Investments"
- UET Italy – Master in "Hotel management" and "Tourism Management"– Teacher of "Project work"

#### **Workshops and events organization**

- Organization of meeting on "Creation and Development of Enterprises – Financial aid L. 215/92 and L. 488/92 for tourism and commerce"; Spokeswoman for "L. 215/92 – Women enterprise".
- Organization of the same meeting in Favara (Agrigento); spokeswoman for the same subject.
- Malta, Promotion activities about the project named Wonderful Wine World to potential investors and related edition on IRC newspaper of Innovation Relay Centre of Malta.
- Organization event for project "Medi@bile - disability and innovation" – [www.mediabile.eu](http://www.mediabile.eu)

#### **Other activities**

- Registration as "Credit Mediator" UIC n° 81399 since 24.05.07
- Registration as "Agent in financial activities" UIC n° A45080 since 12.04.07
- Cultural Association IDEA – Credit Certificate about project activity for PROF 2008
- Member of a cultural Association named ITIMED – Mediterranean Itineraries, born in order to conduct research and suggest cultural itineraries in the Mediterranean Area.
- President of Cooperative enterprise Kamikos founded in April 1, 2008 in order to promote, organize, use and develop cultural activities, cultural goods, and touristic events. Principle activities of president: General Director, Human Resources Management, PCM with EU Funds.

- Dates (from – to)
- Name and address of employer
- Main activities and responsibilities

January '96 – April '96  
 Project s.r.l. Palermo  
 Assistant marketing manager

- Dates (from – to)

October '95 – January '96

- Name and address of employer
  - Type of business or sector
  - Occupation or position held
- Dates (from – to)
- Name and address of employer
  - Type of business or sector
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  - Main activities and responsibilities

Datacomm Management s.r.l. - Palermo  
IT Dealer  
Assistant marketing manager

*July– September 1995.*

*Astrol Computer s.n.c - Palermo*  
Software Dealer

*Commercial Executive for West Sicily*

*Designing a territory sale plan and intervention ways*

#### EDUCATION AND TRAINING

- Date (da – a)
- Nome e tipo di istituto di istruzione o formazione
  - Principali materie / abilità professionali oggetto dello studio
  - Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded
- Dates (from – to)
- Name and type of organization providing education and training
- Title of qualification awarded
- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded
- Level in national classification

September 2008

Cork English College

Course Attendance Business English – Level B2+ Upper Intermediate

*30 November – 1 December 2006*

*Agevola S.p.a.*

*'Basilea 2 and Credit possibilities for SME: depth studies about economic, property and finance according to Basilea 2. Private equity, how to acquire risk - '30 days to Basilea 2: rating evaluation instruments of credit. Modifications of L. 488/92, Industry 2015 and the new European program'*

*29 May 2002*

*APCO–SQS SWiss Association "Quality Systems"*

*"Quality System Reorganization and implementation according to ISO 9001:2000 regulation and its analogy with environmental regulation ISO 14001:1996 analysis"*

*27/28 May 2002*

*"Sotto Sopra" Touristic services Centre*

Seminar "Tourist consumer Behavioural pattern"

*June 1993*

*Goethe Institut*

German Language

*Zertifikat Deutsch als Fremdsprache*

*1997*

*Università degli studi di Palermo (Italy)*

Qualification to profession in Statistic

*1991-1996*

*Università degli studi di Palermo (Italy)- Economic Faculty*

Descriptive, inferential, economic, methodological and mathematic statistics; marketing and market analysis; econometrics; business administration; economy and economic policy; data analysis; computer programming; quality control

Bachelor Degree in Statistic and Economic Sciences.

*Degree thesis title: "Chaotic dynamical System, fractal objects and possible statistical applications"*

Supervisor: Prof. Marcello Chiodi

Vote: 106/110

**PERSONAL SKILLS AND COMPETENCES**

MOTHER TONGUE Italian

	Comprensione / <i>Understanding</i>		Parlato / <i>Speaking</i>		Scritto / <i>Writing</i>	
	<i>Listening</i>	Reading	<i>Spoken interaction</i>	<i>Spoken production</i>		
ENGLISH	B2	B2	B2	B2	B2	
FRENCH	B1	B1	B1	B1	B1	
GERMAN	A2	A2	A2	A2	A2	

SOCIAL SKILLS AND COMPETENCES

PERSONAL AND GROUP COMMUNICATION

ORGANIZATIVE SKILLS AND COMPETENCES

ABILITY IN PROJECT AND PERSON MANAGEMENT, ADMINISTRATION AND COORDINATION

TECHNICAL SKILLS AND COMPETENCES

Softwares PC: Office, Statistics, Scigno Gp Dati, BeMyGuest, Hotel 5\*, PROTEL  
**OS: WINDOWS**

ARTISTIC SKILLS AND COMPETENCES.  
DRIVING LICENCE(S)

MUSIC: GUITAR, PIANO AND SINGING  
Car and Motorbike (A e B)

THE UNDERSIGNED IS AWARE THAT, PURSUANT TO ART. 26 OF LAW 15/68, AND ARTICLES. 46 AND 47 OF PRESIDENTIAL DECREE 445/2000, FALSE STATEMENTS, FALSIFIED ACTS AND USE OF FALSE ACTS ARE PUNISHABLE UNDER THE PENAL CODE AND SPECIAL LAWS. MOREOVER, THE UNDERSIGNED AUTHORIZES THE PROCESSING OF PERSONAL DATA, IN ACCORDANCE WITH THE PROVISIONS OF LAW 675/96 OF 31 DECEMBER 1996.

Palermo, 20.01.2024

Signed



*Giuseppina Lo Mascolo*