

ELISABETH RAINER

Expert in corporate communication
Co-founder and owner of My B mood

Degree in Modern European Languages and Litteratures
(Laurea in Lingue e Letterature Europee), University Ca' Foscari, Venice

CARREER

Since October 2015

Co-founder and owner
My B mood | www.mybmood.com

Communication manager, social media strategist, publication manager.
Consultant for online and offline communication strategies with a special focus on branding and strategy for tourism, luxury, heritage and design businesses.

Author

My Wedding Bandoulière (April 2016) published by Gremese - L'Airone, Rome.
The first guide that presents the Veneto Region as a wedding destination. In collaboration with the high-end Italian wedding Industry.

Teacher and instructor (2018 –2019)

Corporate clients and public agencies
Inhouse workshops and seminars on communications, social media management, tourism management, heritage management, destination branding and development (SINCE 2015).

T2i Trasferimento Tecnologico e Innovazione

PID 2019 – 4.0 "Rethink your job" Pillole formative digitali. Docenza. (May 2019)

PID "Rethink your job" Pillole formative digitali Docenza. (October-November 2018)

"Innovazione: Sostantivo Femminile. Relatrice Workshop "GO DIGITAL" (July 2018)

"Donne che si mettono in gioco". Dall'idea all'impresa. – ed. 4-T2i-TV. Docenza. (July 2018).

Since April 2010

Freelance expert in brand communications

Pretty Nice di Elisabeth Rainer

Online and offline communication strategies for the international press, B2B and B2C, set up of education and product training programs for brand ambassadors, management of special incoming activities on a local and international basis, in order to improve the awareness and experience of the brand and its heritage.

Translator and editor of marketing tools

Bilingual: German - Italian

IDM MERANERLAND TOURISMUSVEIN TISENS-PRISSIAN — Official tour guide.
(February 2019)

Editor and translator of the Italian edition

VENEZIA UNICA – Official City of Venice Tourist and Travel Information (since May 2016)

Editing and supervision of the German edition of VENEZIA UNICA – Official City of Venice Tourist and Travel Information.

Guest lecturer (2015)

Sole 24Ore Business School (2015)

1st Master in International Luxury Management, "Heritage Brand Management and Marketing: The Communication of Heritage Brands".

Speaker (2015)

Unioncamere, Venezia da Vivere, Municipality of Venice

at the 3rd round table "Venice Fashion Night 2015: Fashion, craftsmanship, communication" by Unioncamere, Venezia da Vivere, Municipality of Venice.

Co-author and partnership manager

My Pretty Venice, A Girl's Guide to True Venice (February 2015) published by Gremese - L'Airone, Rome.

My Secret Italy (December 2015) published by Gremese - L'Airone, Rome.

Contributor

"Mountain Stories 2009" an editorial project by Vigilius Mountain Resort 2010.

Curator

Performance My Pretty Venice at the #VeniceFashionNight2015.

September 2007 - July 2014

Brand communications senior, contract and CMR Manager

Rubelli Group spa, Showroom, Palazzo Corner Spinelli, Venice

Sales manager: 8 years' experience in consulting, designing and managing, both creative and commercial aspects of custom-made fabrics and textile decoration projects for high-end residential, luxury hospitality and museum projects, such as: Aman Resort Canal Grande, The Chedi Andermatt Suisse, Museo Correr, German Pavillion at the 13th International Architecture Exhibition, Belmond Hotel Group.

Development, in collaboration with the marketing department and the curator of the historical archives, of the collection launch programs for the national and international press, B2B and B2C target, the education and product training programs for the Italian and international sales force. Concept and management of international press trips and special incoming activities for VIP clients from Venice and from all over the world.

Teacher and supervisor (2010 -2014)

European Institute of Design (IED) in Venice

Concept and instructor

"Corporate Event Management" and "Start-up wedding planners" program (2013-2014)

Instructor and supervisor

"Master in Arts Management" (2010): instructor for the "project management units" and supervisor of the project work unit.

University of Padua

Guest lecturer and case history supervisor about "Rubelli, best practice in brand communications" (2006).

September 2003 - August
2007

International press officer

Rubelli Group spa, Marketing Department, Headquarter, Via Della Pila, Marghera (VE)

Director for online and offline contents and special editing for the press.

Editing and translations of marketing tools: product catalogues, corporate presentations, corporate video-clips, exhibition catalogues:

"Lampassi, damaschi e broccati nei dipinti di Pietro Longhi", a cura di Doretta Davanzo Poli,

"Benozzo Gozzoli" and "Mitridate", the libretto of the opera.

Project manager for corporate events and international trade shows.

May 1998 to June 2002

Head of communications and international press officer

Dr. Schaer, market leader for glutenfree products (BZ)

Management of corporate press conferences for the international press and product presentations for B2B target.

Project leader of the printed newsletter "SchaerNews": responsible for the content management, layout and editing, published in 5 languages and shipped to consumers all over the world.

Supervisor and coordinator of the customer care line for English and French end consumers: Development of corporate terminology and contents.

Project manager of the "20 years Dr.Schaer" corporate birthday event, attended by 250 international guests, related summits for opinion makers and conferences for stakeholders.

Brand ambassador at international summits and conferences.

BACKGROUND

Since 1997

**DEGREE MODERN EUROPEAN LANGUAGES AND LITTERATURES
(LAUREA IN LINGUE E LETTERATURE EUROPEE)**

H-Farm, Italy 2018 - 2019
ongoing: Openbadge Social media management

Università degli Studi di Padova, Italy 2016
Master in Comunicazione della Scienza, Corso Singolo di Social Network e Comunicazione Digitale

PoliDesign – Politecnico di Milano, Italy 2014
Corso di alta formazione in Hotel Experience Design

IED Istituto Europeo di Design Venezia, Italy 2011
Metodologia di Interior Design

Leopold Franzens Universität di Innsbruck, Austria 2000
Diploma program in Applied Communications

Centro formazione Il Sole 24 Ore, Milano, Italy 1998
Gestione dell'ufficio stampa e della comunicazione aziendale

IIR (Institute of International Research), Vienna 1997
Public Relations and New Media

Università degli Studi Ca'Foscari, Italy 1997
Laurea in Lingue e Letterature Europee
Specializing in teaching methodology of technical languages in French and German: "Lingua e diritto. Analisi strutturale ed insegnamento della micro-lingua giuridica francese".

PERSONAL SKILLS

First languages Bilingual GERMAN - ITALIAN

Other languages

	COMPREHENSION		VERBAL SKILLS		WRITTEN SKILLS
	Ascolto	Lettura	Interazione	Produzione orale	
FRENCH	C2	C2	C2	C2	C2
	Degree and specialization				
ENGLISH	C1	C1	C1	C1	C1
	Private school training programm UK				



- Volunteering:** Rete al Femminile di Treviso
Member since 2017
Co-coordinator of the business conference: Rapsodia 2018.
- Caritas Provincia di Bolzano
Coordinator of the press office for volunteer activities at the South-Tyrolian refugee centre Haus Noah, Prissian (BZ). (Summer 2016)
- Driving license** Italian driving license: B
- Privacy** Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali".
- Certifying statement** Il/la sottoscritta ELISABETH RAINER, consapevole che le dichiarazioni false comportano l'applicazione delle sanzioni penali previste dall'art. 76 del D.P.R. 445/2000, dichiara che le informazioni riportate nel seguente curriculum vitae, redatto in formato europeo, corrispondono a verità.
- Tesimo, 29/05/2019