



## HEIDI SCHWEIGKOFLER

**Home :** Via Dante, 4, 39100, Bolzano, Italy

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**Gender:** Female **Date of birth:** 13/2/1977 **Nationality:** Italian

### WORK EXPERIENCE

[ 8/2022 - Current ]

#### Marketing Project Manager

*Consorzio Vini Alto Adige*

**City:** Bolzano

**Country:** Italy

Marketing activities in the following markets: Alto Adige/Südtirol, Italy, Germany and Belgium  
Coordination of communication measures in all markets

[ 10/2015 - 8/2022 ]

#### Project manager

*IDM Südtirol - Alto Adige*

**City:** Bolzano

**Country:** Italy

Business Development Department - International Division

Project Manager Trade Support - Focus on projects for Alto Adige Wines

- Organisation of joint participations of Alto Adige Wines producers at trade fairs in Italy and abroad (Vinitaly, Prowein, VieVinum)
- Organisation and coordination of various events in Alto Adige/Südtirol
- Collaboration on Wine Summit 2021
- Collaboration on the Wine-Corona-Restart-Programme in the first Covid-wave
- Implementation of individual market development projects
- Organisation and support of delegation trips in Alto Adige/Südtirol
- Organisation and supervision of business trips abroad
- Budgeting, cost control and billing of project expenses

Agricultural Marketing Department

- Organisation and supervision of the apple and milk school project
- Collaboration in the area of marketing Alto Adige wine - various projects

[ 4/2015 - 10/2015 ]

#### Hospitality Management

*Auener Alm mountain hut*

**City:** Sarentino

**Country:** Italy

[ 12/2014 - 1/2015 ]

#### Hospitality Management

*EOS Social Cooperative - JAI Youth-Work-Integration*

**City:** Brunico

**Country:** Italy

Management of the Christmas stand

[ 3/2009 - 1/2014 ]

#### Project manager

*EOS - Export Organisation South Tyrol of the Chamber of Commerce of Bolzano*

**City:** Bolzano

**Country:** Italy

Project manager for the ITS - International Grade Support division

- Organisation of joint stands of South Tyrolean companies at trade fairs in Italy and abroad
- Organisation and coordination of various events in South Tyrol
- Organisation of consultancy
- Implementation of individual market development projects
- Organisation and support of delegation trips in South Tyrol
- Organisation and supervision of business trips abroad
- Budgeting, cost control and billing of project expenses

[ 12/2008 - 2/2009 ]

### **Hotel secretary**

*Berghotel Moseralm*

**City:** Nova Levante

**Country:** Italy

Hotel secretary

- Accounting
- Processing of enquiries
- Contact person for hotel guests and suppliers
- General office duties

[ 2/2008 - 11/2008 ]

### **Manager of the family business**

*Obersteinerhof - Farm*

**City:** Collalbo

**Country:** Italy

Manager of the family business, agriculture and Farm Stay

[ 4/2006 - 10/2007 ]

### **General manager**

*Mountain Restaurant, Coronet Peak Ski Area*

**City:** Queenstown

**Country:** New Zealand

Conception and management of a typical South Tyrolean catering business

- Development of the business and marketing plan
- Coordination of the interior design
- Team leader and general manager

[ 4/2004 - 3/2006 ]

### **Duty manager**

*The Cow Restaurant*

**City:** Queenstown

**Country:** New Zealand

[ 8/2003 - 3/2004 ]

### **Retail Sales Assistant**

*T&Ski*

**City:** Queenstown

**Country:** New Zealand

[ 8/2002 - 6/2003 ]

### **Marketing and Sales Assistant**

*Global Kiwis*

**City:** Queenstown

**Country:** New Zealand

[ 2/2001 - 3/2002 ]

## **Project Assistant**

*INDEXPORT*

**City:** Bolzano

**Country:** Italy

Project Assistant

- Preparation and implementation of delegation trips and trade fair participations in cooperation with ICE
- Telemarketing
- Translating and writing project descriptions

## **EDUCATION AND TRAINING**

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[ 5/2013 ]

### **Effective Business English**

*WIFI Course*

[ 3/2013 ]

### **Rhetoric Training**

*WIFI Course*

[ 4/2011 ]

### **Project Management**

*WIFI Course*

[ 9/2000 - 3/2001 ]

### **Personal Assistant for Export and General Sales Manager**

*ESF Further education course*

[ 1999 ]

### **Final Exam Lyceum of Modern Languages**

*ITAS Santorre di Santarosa in Turin*

## **ORGANISATIONAL SKILLS**

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### **Project Management**

## **DIGITAL SKILLS**

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ECDL (European Computer Drivers License) | Microsoft Office

## **LANGUAGE SKILLS**

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**Mother tongue(s):** German

**Other language(s):**

### **Italian**

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

### **English**

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

### **Spanish**

**LISTENING A2 READING A2 WRITING A2**

**SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2**

## **French**

**LISTENING** A2 **READING** A2 **WRITING** A2

**SPOKEN PRODUCTION** A2 **SPOKEN INTERACTION** A2