

# SARA VITALI

## SUSTAINABILITY, TOURISM AND WEB MARKETING

### ABOUT

consultant with extensive experience in the interaction between sustainability and market acquired working for companies, no profit and public sector, in Italy and abroad since 2012.

### SKILLS

Project Planning  
Sustainable Tourism  
Market Research  
Wordpress Cms  
Twitter Analytics  
Destination management  
Protected Areas project design  
Facebook Ads  
Google Analytics  
SEO & SEM  
Ecolabel EU

### EXPERIENCE

#### **Slow Lake Como (Como) 2016 - today**

Business Development, digital marketing and sustainability.

Implementation of sustainability principles for each tour / experience  
Design and implement digital marketing strategies (social media, SEO, ADV) and communication (PR)

#### **Visit.org (NYC) 2016- today**

Europe Business Development

market research on partner organizations;  
assisting organizations in creating an activity to attract visitors and funds;  
facilitate partnership among visit.org and agencies, TO, hotels, governmental organizations.

### CONTACTS

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Location: Como, Italy

### HIGHLIGHTS

Sustainability and responsibility consulting  
Tourism experience design  
Relationship marketing  
Digital marketing

### EDUCATION

#### **2015: The Age of Sustainable Development**

#### **2011: UNIVERSITÀ MILANO - BICOCCA**

Tourism, territory and local development, Master Degree.  
Graduated 21/11/2011, Grade: 101/110.

#### **Istituto Oikos (Milano) 2015 - 2016**

Project Officer - Tourism coordinator & social media marketing - Non Solo Lago project

#### **The Long Run (London) • 2015**

Brand Communication executive

#### **Betulla Network (Soci, AR) 2014 - 15**

sustainable Tourism officer

#### **Tony Charter's and Associates (Brisbane, Australia) 2013 -14**

Social Media and Event Assistant

#### **Comunità Montana Valli del Lario e del Ceresio (Gravedona, CO)**

Social media manager & project assistant

#### **North Devon's Unesco Biosphere Reserve (Barnstaple, UK) - 2012**

Sustainable Tourism Executive