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<p>How did you start your career?</p>	<p>I've started from the bottom, with the task of managing the company website. Over time, accordingly with my academic path and expertise, my duties and responsibilities have grown gradually, having the chance to see many different aspects involved in a company operating in the service sector.</p>
<p>Why did you choose a career at New Trends ?</p>	<p>I've chosen this path because creating, developing and managing different brands and the marketing process for every company of the group is for me a great opportunity to learn and a big challenge, especially considering the fact that , because it is a SME, there are greater responsibilities as every marketing/management decision has a major and visible effect on the company . This is for me very stimulating, as you have more freedom of choice and you can see your ideas having an impact on reality and on the market.</p>
<p>What is your current role/duties?</p>	<p>My main duties are assisting the board of directors and the commercial development of the various companies of the group, focusing on marketing strategy and sales management.</p>
<p>In your opinion, what are the qualities necessary for a successful career at New Trends ?</p>	<p>The real estate field is a "tough" one, with major challenges as fierce competition, intangible products/services that makes it difficult to create perceived value, brand positioning and a durable competitive advantage. Thus, fundamental qualities are creativity, responsiveness, a multitasking mindset, determination and proactiveness.</p>
<p>What are USI's positive features and qualities?</p>	<ul style="list-style-type: none"> - A multidisciplinary, modern, both academic and practical approach is applied to its academic programs - the opportunity to interact with real companies by means of field projects, conferences, workshops and case studies, that may lead to future career opportunities - a good student-faculty ratio gives the possibility to interact and learn on a daily basis - a series of services and tools 100% at student disposal i.e. library, IT infrastructure (hardware/software, databases, platforms)

<p>What competences and/or skills acquired in your USI Study Program have been useful/are useful to your professional career?</p>	<p>The study program is aimed to develop both soft and hard skills: a marketing-oriented mindset, problem solving skills, teamwork skills, presentation and rethorical skills, project management skills, research method.</p>
<p>What is your advice to USI students entering the job market?</p>	<p>I believe that your career path is not predetermined, but it reveals itself as you walk it. My advice is to start to enter in the working environment very soon, even part-time. The main advantages are:</p> <ul style="list-style-type: none">- the opportunity to use academic knowledge/theory in practice as you learn it- you start to build early a working curriculum, expertise and business relationships, very important assets in nowadays working environment.

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