

# TESTIMONIAL



*Summer 2018*

**JCU Center for Career Services**



My name is **Lorenza di Cesare** and I graduated from JCU with a degree in **Communications** with a minor in **International Affairs**. Studying at John Cabot has meant stepping out of my comfort zone and facing the world, and has put me through many challenges that helped me grow. I would have not been able to find a job the exact same day I graduated without the skills I acquired at John Cabot and without the support I received from Professor Antonella Salvatore, Federico Virzo and all the amazing staff of the **Center for Career Services**.

The company that hired me with an open-ended contract 8 months ago is called **Cola Cola HBC**. It was nominated supply chain world leader in 2018 and Italy's best employer in 2016. I work as a market developer in Rome. I manage 250 clients from the Out Of Home market in the historic center of Rome, and specifically, around the area of Piazza Navona.

My tasks are: communication and relational marketing, market development, credit management, merchandising and, sales and customer care. **The public speaking skills I acquired at JCU turned out to be really helpful when it comes to dealing with many types of clients during my working days! My job as a market developer gave me the chance to explore Rome, since I walk 10 km every single day in the historic center of Rome to visit my clients.** In January, I attended the Coca Cola convention in Bologna where the company launched its brand-new products. It was a very nice opportunity to meet my colleagues from all over Italy! Best of all, the out of home director, Petros Papageorgiou, called us (the newly hired employees) on stage to introduce us to the Italian Coca Cola family.

I would recommend this job to those who want to cut their teeth on a tough experience and are willing to face different obstacles everyday as well as work hard within a team of people to achieve goals.

I never be thankful enough to this university for giving me so much, but most of all, to my parents who allowed me to experience this incredible adventure.

*Lorenza Di Cesare*