



MARCO ANTONIO CELLA

**INSTITUTIONAL RELATIONS MANAGER
FOR NORTH WEST/CENTRAL AFRICA**

EXPERIENCE

International Relations and Public Relationships I18n

1997-2023

- **Activities**

- Africa and West Africa relations and cooperation Serbia and Balcans relations and cooperation

CEO | Eight LLC.

- **Activities**

- CFO
- Restructuring and business development
- Extrajudicial Vs banking and credit institutions
- Pro tempore financial management
- Strategic and financial marketing
- Company internationalization

Lecturer in Marketing, Communication and Public Relations

for the Lombardy Region and the Community European for ESF courses

Professor in Marketing and Occupational Psychology for the Liguria Region

Professor in Marketing and Communication for the Catholic University of the Sacred Heart of Brescia

Didactic Director for ESF courses

1988 - 1996

- Course development and design
- Selection and recruitment of Teachers and Co Teachers
- Safety & security development with tools elaboration

Chief Executive Officer of a Service Company

Functions of Marketing, Administrative and Human Resources Manager

Geographical Work Offices: Lombardy - Liguria

• **Tasks performed:**

- Study and definition of the internal organizational structure with restructuring and optimization of business costs
- Analysis of business needs and replacement of software and hardware to increase the competitive advantages
- Study, design and implementation of the new corporate image with up-grade of the structures both human and financial
- Study and implementation of business diversification with new acquisitions
- Study and implementation of new insurance aspects and new sector risks
- Insurance portfolio management
- Study and implementation of the Law 626 document for safety at work
- Some of the methodologies used: BRP, SWOT Break Even, BCGE Matrix, line, staff

Marketing and Communication Consultant

- Associations and registrations
- Member of the Italian Association for Marketing Studies
- Regularly registered in the official register of corporate communicators
- Registration in the register of credit brokers
- Judicial Conciliator

Specialization courses

- Judicial Conciliator
- Legislative Decree 28 2010
- Training seminar for employers and safety managers D.L. 19.09.1994 n ^ 626
- Implementation of Directives 89/391 / CEE, 89/654 / CEE, 89/655 / CEE, 89/656 / CEE, 90/269 / CEE, 90/270 / EEC, 90/679 / EEC
- Concerning the improvement of the safety and health of workers in the workplace
- Certificate responsible for protection and prevention service
- Seminar "Procedures for the hygienic assessment of food establishments"
- HACCP procedures
- USSL Company n ^ 33 Veterinary Medicine Via Celoria 10 Milan
- Certificate of updating

Education

Degree in Business Administration with specialization Specialized in Marketing achieved at Luigi Bocconi University in Milan

Scientific high school diploma at the Gonzaga Institute in Milan

Languages

- Native Italian
- Spoken and written English
- Spoken Portuguese
- Spoken French