



Daniela Apparente

Sustainable Tourism Specialist

Proactive, goal-oriented professional in the Sustainable Tourism sector - with a proven background in Business and Management. Currently employed as Quality Manager for a B-CORP and sustainable tour operator.

Passionate about Marine Conservation and Natural Heritage, with a specialization in Assessment and Management of Large Marine Ecosystems.

Email:

danielapparente@gmail.com

Mobile:

+39 351 617 06 00

Address:

Via Oasi del Sacro Cuore 94, 80014
Naples (Italy)

Date of Birth:

11/11/1989

Nationality:

Italian

Link:

<https://www.linkedin.com/in/daniela-apparente-08a74b61/>

Work Experience

Quality Manager

ImpacTrip | November 2020 - Present

- Meet international standards and customer expectations, to improve business performance and efficiency and keep up with competitors
- Devise and establish company's quality procedures, standards and specifications make sure the team understand how to improve the business (in conjunction with operating teams)
- Establish quality requirements from external partners, suppliers and customers
- Set standards for quality as well as health and safety
- Monitoring performance by gathering relevant data and produce statistical reports
- Review existing policies and make suggestions for changes and improvements, and how to implement them
- Measure performance and identify any areas of weakness, recommending and implementing improvements according to any point of strength
- Train the local team in ImpacTrip's destinations (Portugal, Spain, Croatia, Italy and Athens)

Experience Manager & Business Developer

ImpacTrip (Spain & Italy) | September 2019 - Present

- Development of business operations in Italy
- Operations Management
- Management and improvement of the International Volunteer Programs and Virtual Volunteering Programs
- Coordination of logistic operation of responsible tourism experiences and international volunteer programs
- Collaboration with non profits and NGOs, and creation of social responsibility programs and events
- Branding operations and Communication
- Back-office management

Languages Spoken

Italian: native

English: advanced (C2)

Spanish: advanced (C2)

Portuguese: basic (A1)

French: basic (A1)

Business Manager (Fashion Industry)

Many locations | December 2016 - April 2018

- **Vice Store Manager at Anne Fontaine (Florence, Italy)**
Administration and back-office operations, sales, stock management, visual merchandising, event planning, customer service. Leading one staff of 5 professionals in the sector.
- **District Manager at Calzedonia (Campania and Lazio, Italy)**
Responsible for 10 stores (up to 15, according to seasonality): commercial analysis and consultancy, stock management, visual merchandising, HR and training, sales. According to the store, the staff I did lead were composed of 2 up to 8 professionals in the sector.

Communication & Marketing Intern

Harmont & Blaine (Naples, Italy) | May 2016 - December 2016

- Adv and communication campaigns
- PR and Media Relations
- Press Office and Events
- Shooting, Casting
- Digital Media monitoring
- Customer Care (International)
- Back-office and translations

UNHR, UNICEF, SAVE THE CHILDREN Fundraiser Intern

Life in Motion srl (Naples, Italy) | July 2015 - September 2015

- Fundraising operations
- Direct Marketing
- Customer Service
- Communication

Public Affairs Intern at US Consulate General

US Consulate General (Naples, Italy) | September 2012 - December 2012

- Public Relations and Media Relation
- Communication
- Formal Writing, Translations and Public Speaking
- Educational Programs' implementation
- Events Planning

Journalist

Unica Channel (Naples, Italy) | May 2011 - December 2011

- Writing and editing
- Interviews
- Conferences and public events
- Video conduction of the news, plus my own scientific information section

Skills

- Proactivity
- Public Speaking
- Communication
- Teamwork
- Quality Leadership
- Networking
- Quick Learner
- Detail-Oriented
- Resiliency
- Flexibility

Academic History

Large Marine Ecosystems: Assessment and Management

University of Cape Town, in partnership with National Oceanic and Atmospheric Administration (NOAA), IW:LEARN, Global Environment Facility (GEF), United Nations Development Programme (UNDP-The GEF), UNESCO-IOC, United Nations Environment Programme

May 2020 | July 2020

- Large Marine Ecosystems (LMEs)
- Ecosystem Based Management (EBM)
- Transboundary Diagnostic Analysis - Strategic Action Programme methodology in GEF projects
- Study of worlds' large marine ecosystems

Sustainable Tourism Management in Resources and Destinations - specialization in: Natural Heritage

Universitat de Lleida, EAE Business School, Ostelea School of Tourism and Hospitality

September 2018 | June 2019

- Strategical Plan Development
- Sustainable Plan Development in urban spaces and natural areas
- Green Business Strategies
- Policies creation and implementation
- Global Trends in the Tourism Industry
- Social and Environmental Impact of Tourism and human activities
- Touristic Marketing
- Development of a business plan, for the implementation of an eco-hostel in a Protected Marine Area (MPA)

Marketing and Business Management

University of Rome "La Sapienza"

March 2013 | March 2016

- Marketing
- Communication and Adv
- Business implementation and management
- Business Economics
- Consumer Psychology
- HR Management and Training

Communication Science

University of Naples "Suor Orsola Benincasa"

October 2008 | October 2011

- Mass Media Communication
- Public and Media Relations
- Business Economics
- New Technologies and Social Media Communication
- Anthropology applied to Communication

"This time period could be challenging (...). It could also serve as an opportunity if there is the possibility of making small investments (...) connecting resources and people. Tourism operators will have the chance to transform the sector into a tool aimed at developing local communities and protecting natural areas (...). There has never been a better time and opportunity to focus on sustainable tourism."

*Extract from
"When we travel again.
Responsible tourism
after Covid-19".*

Publications

"When we travel again. Responsible tourism after Covid-19" (research)

Coordinator and Co-Author
Year 2020

Supported by a survey conducted in April 2020, the full research is going to be published at the end of June. It includes: an analysis of the recent history of tourism and the spread of Covid-19; the breakdown of the effects of the pandemic on the tourism sector in different countries (Colombia, Ecuador, Italy, Spain, United States); a study of measures and innovations enacted (worldwide) by professionals of the tourism sector; the development of new models and business strategies. The goal is to provide useful and valuable information for organizations, professionals and destinations in the tourism industry.

The research is going to be published on September 2020, with the support of Ostelea Tourism Management School (Barcelona, Spain).

"Il Cuore di Novarkandya" (Lettere Animate)

Author
October 2017
Fiction novel.

"Colazione Internazionale" (Youcanprint)

Author
April 2014
Fiction novel.