



Mariana
–Furnari–

PROFILE

As a sustainability-oriented professional and marketing expert, I have a sound understanding of sustainable management and communication practices. I believe in the power of organizations to engage in change.

CONTACT

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PERSONAL DATA

Date of birth 15.04.1993
Place of birth Mendoza/Argentina
Nationality Italian

PROFESSIONAL EXPERIENCE

- 08.2019- Present **ESG Analyst**
ISS ESG, Institutional Shareholder Services, Munich, Germany
≈ Assessment of environmental, social and governance performance of listed companies worldwide in the real estate sector, including working standards and conditions, supply chain, governance, environmental management, emission and resource consumption data as well as several sector-specific key issues through data collection and interpretation for the creation of corporate ESG ratings, Energy management topic specialist; Equal opportunities and non-discrimination topic specialist
- 03.2017-02.2019 **Web Management and Communication -Working Student**
Olympus Europa SE & Co. KG (Consumer Products Division), Hamburg, Germany
≈ Management of project schedules and deadlines; Planning and coordination of product launches; Maintenance and creation of web content and agency briefings; Management of digital assets and product information in databases; Active support of the European subsidiaries; Quality assurance
- 07.2016-02.2017 **Marketing and Communications Intern / Working Student**
Olympus Europa SE & Co. KG (Scientific Solutions Division), Hamburg, Germany
≈ Performance analysis; Coordination of content creation for newsletters; Creation and maintenance of a social media calendar, posts and landing pages; Coordination of brochures production; Support, organization and execution of events; Implementation of defined communication projects; Support and development of sales tools; Coordination and support of the European regions
- 05.2015-09.2015 **Social Media Intern**
Drägerwerk AG & Co. KGaA, Lübeck, Germany
≈ Planning, creation and publication of editorial content for the company’s global social media channels; Community Management, answering queries in consultation with the relevant departments and sales regions; Evaluation and reporting of social media performance; Briefing and collaboration with regional divisions and agencies in an international environment

STUDIES

- 10.2016-12.2018 **M. A. in International Business and Sustainability**
University of Hamburg, Germany
Major Courses: Sustainability & Management, International Strategic Management, Applied Business Ethics, Managing Integrity, Compliance & Responsibility, Industrial Ecology, Sustainable Business Development, Innovation Management, Quantitative & Qualitative Research
Final Grade: 1.22
Master Thesis: “From *herstory* to *#MeToo*: An analysis of corporate communication and social broad discourses in digital contexts” (Grade: 1.0)
- 09.2011-11.2015 **B.A. in Marketing and Market Research**
Universidad de Almería, Spain
Major Courses: Advanced Statistics, Management Skills, Consumer Analysis, Marketing Planning, Strategic Marketing, Applied Market Research, Marketing Communication, International Marketing
Special Award End of Studies 2014/15-Best Academic Record

- 10.2013-07.2014 10 months Study-Stay in the Fachhochschule Kiel in frame of the Erasmus-Program (Double-Bachelor in Spain and Germany); Economics Faculty
Major Courses: Managing Sustainability for Modern Business, Scientific research and academic writing, Management of Cross-Cultural Differences, International Conflict Management
- 09.2009-06.2011 Secondary School Instituto Fuente Nueva
Almería/Spain, Economic-Profile
Completion: Selectividad (Spanish University Access Tests)
Final grades: very good with Honors

ACHIEVEMENTS & OTHER PROJECTS

- 04.2017-12.2019 **Deutschlandstipendium Holder**
Bestower entity: German Federal Ministry of Education + non-state sponsor
- 10.2016-07.2017 **MIBAS Debates on CSR at University of Hamburg**
Description: Coordination of panel discussion events in which the latest challenges concerning Corporate Social Responsibility are critically discussed with students and leading decision-makers from business, politics, society and science
- 11.2014-05.2015 / 10.2015-12.2015 **Scholarship for a collaborative project in Economics Department at Universidad de Almería**
Bestower entity: Ministerio de Educación
Description: Support for a research on the relationship between environmental performance and employee productivity
Supervisor: Prof. Dr. Javier Martínez del Río
- 03.2014-07.2014 **Participation in SAP Course in the Fachhochschule Kiel**
Activities: SAP learning techniques

LANGUAGES

English	●●●●●
Spanish	●●●●●
German	●●●○○
French	●●○○○

TECHNICAL SKILLS

Microsoft Office	≈ Excel, Word, Powerpoint, Outlook
Adobe Creative Suit	≈ Photoshop Cs/Elements, Lightroom CC, Premiere Pro CC
CMS	≈ FirstSpirit, WordPress, SharePoint, Magento
Statistical Software	≈ SPSS, Stata
ERP	≈ SAP
OS	≈ Windows XP / Vista / 7 / 8 / 10, Mac, Ubuntu
Ad Tools	≈ Power Editor, Twitter Ads, LinkedIn Advertising

HOBBIES & INTERESTS

			
Baking	Sports	Reading	Graphic editing



Munich, 1st of August 2020