

TERENCE NUGENT

EDUCATION

2016 - 2018: Global MBA in Green Energy and Sustainable Businesses – Bologna Business School, University of Bologna, Italy.

2005 - 2009 -BS Apparel Merchandising, Design and Production Management, Auburn University, Auburn Alabama, USA

LANGUAGES

English, Native

French, Native

Italian, Fluent

SKILLS

- Microsoft Office - Word, Excel, Outlook, Powerpoint
- Wordpress, Squarespace, Google Analytics (Website building and Analytics)
- Pages, Keynotes, Numbers (mac software)
- Adobe G Suites - Adobe Photoshop, Pixelmator (mac) - Photos
- Final Cut Pro, iMovie (mac), GoPro Studio
- Google Adwords, LinkedIn Advertising, SEO optimization
- Freelance Photography and Videography experience, usage of DSLR, GoPro, DJI drone

WORK EXPERIENCE

10/2017 – Present

National Research Council (Italy) - Institute of Biometeorology IBIMET, Bologna BO Italy
Business Development and Research Assistant, Collaborator

Company: IBIMET works to define strategies, develop technologies and explore practical solutions to contribute to the resilience and sustainability related to food, climatic, meteorological and energy emergencies.
<http://www.ibimet.cnr.it>

Job Description

- Developing applicable economic models for IBIMET projects. This includes business model and plan write up, deriving strategy, market research, work objectives
- Navigating European funding policy and application processes. Funding applications following European framework guidelines and other funding body frameworks.
- Research on how climate change affects global agriculture, adaptation techniques to climate, development strategies for sustainable growth
- Research on European Agricultural development and policy. Common Agricultural Policy (CAP) Regional Development Plans
- Public and Private sector partner communications. B2B Networking

11/2017 – 08/2018

Techlan S.R.L - Information and Communication Technology, Carpi MO Italy
Marketing and Communication Executive

Company: ICT System Integrators specializing in the digital transformation of businesses in heavy industry. Create Sustainability and Efficiency in Data network management and company digitalization within the manufacturing sector as well as other sectors.
www.techlan.it

Job Description:

- Reporting directly to company CEO
- Administration of Marketing and Communication channels and Strategies, *offline and online, B2B B2C, digital, Social media optimization, Website building*
- SEO and Lead generation, creating professional leads from Google Adwords and LinkedIn Advertising
- Creation of Marketing and Communication content for company and company affiliates.

01/2014 - 05/2017,
Floatink, Fashion Label, New York USA
Entrepreneur - Founder and CEO

Company: Fashion luxury lifestyle brand based around comfort, lightness and versatility.
(portfolio available)

Job Description:

- Business model creation and implementation. Strategy for business development, marketing and communication. Including SEO, Google Adwords and Facebook business advertising
- Creation of Marketing and Communication channels. Website building. B2B and B2C, Social Media
- Packaging, Logistics, Tracking, Inventory
- Business and legal structure. Accounting and Finances

04/2012 - 06/2015
Troon Privé - Brynwood Golf and Country Club, Armonk NY USA
Upper Management - Head Tennis Professional

- Marketing and Communication, *growth of program, creation of marketing and media content*
- Hiring and Management of staff
- Management of club Tennis Program and Employees. *Running programs for members/guests, department financials, Department goal strategizing and implementation*

ACHIEVEMENTS

- Partial and Full Athletic Scholarship Auburn University. NCAA Division 1
- ATP Tennis Singles Ranking 966, Doubles Ranking 851. Davis Cup 6 years
- USPTA Elite Teaching Professional 2011-2015
- Full scholarship at Bologna Business School for MBA
- Google Adwords Certification

KNOWLEDGE

- **Marketing;** *Online, Digital, Strategy, B2B, B2C, Lead Generation, Website Creation*
- **Public Relations;** *Press, Social Media, Communication*
- **Research;** *European Policy, Agriculture, Entrepreneurship*
- **Management,** *Running teams, Leadership positions*
- **Business Development and Entrepreneurship;** *Company founder and Administration*

7 March 2019