

Quetta Locchi

Experienced 'Remote' Professional

📍 EU, USA

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Summary

My professional background includes stints as Content Manager at an ecommerce website as well as partner in an IT & Marketing Agency. Recently I have acted as a remote Field Marketing Specialist and I have provided remote Travel & Event Planning services for individual and group travel in Europe, Asia & the USA. I have diverse international experience on teams that are located in different locations & time zones and am highly proficient with platforms and tools that support collaborative project management.

I am an American, based in the Rome Metro area (Italy) with all relevant working and residency permits to work in the European Union. I am seeking opportunities in: Marketing, Travel, Events, Admin.

AVAILABILITY

- ◆ Remote, worldwide

SPECIALTIES

- ◆ Web Content Development
- ◆ Online Marketing
- ◆ Communications
- ◆ Travel & Event Management

Experience

Creator, Director

2018 - Present

Ever Fly (Ms Q)

EVER FLY offers 'Remote' Event Conception + Planning Management as well as Travel Concierge services in Rome, Italy & Beyond: <https://everflymsq.com>

Associate Producer, Marketing/Events & Social Media

2004 - 2018

Hollywood Africans, USA

Collaborating with Filmmaker Nefertite Nguvu in the online promotion of her debut feature film "In The Morning" and several short films.

KEY ACHIEVEMENTS

- Video On Demand launch April 2017
- Developed new websites:
inthemorning-thefilm.com + hollywoodafricans.com
- "Best International Film" at Terra di Siena Film Festival 2015
- RomAfrica Film Festival 2016 & 2018

Field Marketing Specialist, EMEA

Sept 2015 - Dec 2016

Delphix, USA

Paris, Rome, Milan: Responsible for C-level & mid-level client-focused events from conception through execution and reconciliation.

Special Projects Manager

Feb 2013 - May 2014

Absolute World, Thailand

As Special Projects Manager I engaged in many different aspects of Absolute World Group development from increasing efficiency in our F&B outlets, to producing company events (internal & external) to developing and executing Corporate CSR (Corporate Social Responsibility) initiatives.

My most notable project was a guest-focused initiative developing an Experiences Program for four Absolute Resorts that included diverse Resort Activities as well as Monthly In-room curated Recommendations list.

Marketing Director, Founding Partner

Feb 2008 - Dec 2010

BitSiren, Thailand

As a member of the founding start up team of IT & Marketing Agency, BitSiren Co., Ltd, I directed the creation of all Marketing Communications & Promotional material - beginning with mission statement, positioning and creative direction as well as brand-building activities and all content for both the company website and marketing collateral.

My major contributions also included specifying company work flows, recruitment activities and human resources set up and direction. I also supervised the Marketing team and served as project leader and account manager while creating, or managing externally-created, content for client projects: website content, print advertising content and brochures. I have now divested all personal investment in BitSiren Co., Ltd.

Content Manager

Aug 2004 - Nov 2007

Hoteltravel.com, Thailand

I was responsible for creation of advertisement copy/concepts, monthly newsletters, media releases, a monthly online travel magazine, website content, customer communications templates, content sharing partnerships and a staff newsletter.

My department consisted of 6 full time members with an additional 16 freelance contributors/translators. I led the development team in the creation of a custom Content Management System for target segmentation content, including automated link exchange, keywords and page title generator, based on .NET technology. The company was sold to and subsequently absorbed into MAKEMYTRIP.COM

Event Coordinator

Aug 2000 - Sept 2001

Lehman Brothers, New York City

Coordinated special events from conception to execution primarily focusing on senior management level requests. Specifically, conceiving event ideas, creating a cost-effective budget, making all arrangement decisions, hosting the affair, and analyzing/reporting on final costs.

KEY ACHIEVEMENTS:

- Implemented and maintained a system for booking ground transportation, analyzing cost, leveraging the Firm's position with all preferred vendors and reporting on usage.
- With the Marketing Dept, conceptualized and implemented a new corporate branding program.
- Introduced and maintained a biweekly email newsletter and intranet site highlighting new venues, restaurants, hotels and nightlife in NYC, Miami, Paris, London, Toronto and the Caribbean Islands for the Events Marketing Dept of 80 team members.

Concierge / Asst Manager

Jul 1997 - Aug 2000

Four Seasons Hotels, Philadelphia & New York City

At the venerable, award-winning hotel Pierre (a Four Seasons Hotel until 2005) I worked as a member of one of the most high profile concierge teams in the city, managing all aspects of our affluent and noteworthy guests New York City visit and travel itinerary.

In Philadelphia, alongside my concierge duties, I also worked closely with the Director of Public Relations and the Executive Chef in organizing press-covered hotel events and hosting guest culinary experiences.

Education

Temple University, Philadelphia

1988 - 1990

Mass Communications (Radio, Television, Film)

Languages

English: Native | Italian: Intermediate (Level B2)