



Lorenzo Duca

Relevant personal and professional skills

Leadership	Global & Digital Marketing
Team Work	Asian Market Strategy
Orientation to Results	Products Localization
Accuracy	Japanese Language & Business Japanese
Visionary Thinking	Cross-Cultural Communication
Negotiation	Photoshop, Video Editing and MS Office

Contact Information

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Academic History

Master Degree in Languages and Economics of Japan

Ca'Foscari University of Venice (Sep. 19 | Present)

Relevant Content: International marketing, Marketing Strategy, Management in Asian Markets, International Business Law, International Finance and Banking, Japanese Political Economics, Microeconomics, Contemporary Japanese Politics

Bachelor Degree in Culture and Society of Japan

Ca'Foscari University of Venice (Sep. 16 | Nov. 19)

Final Grade: 110/110 with honors (Supervisor: Prof. Marco Zappa)

Thesis: Japan "Made in USA" - Analysis of the Japanese consumers habits in relation to American products.

Relevant Content: Japanese Language, Business Japanese, Japanese History and Society, Legal Institutions of East Asia, International Relations, Fundamental of Economics

First Level Master Degree in Marketing and Communication

Centro Studi Comunicare per L'Impresa (Nov. 19 | Nov. 20)

Master Director: Prof. Stefania Giannella

Final Project Work: "Bellini Canella on Japan's market, marketing analysis and placement suggestions".

The "Master in Global Marketing, Communication & Made in Italy" covered different aspects of International marketing, aiming to train a professional figure able to handle every-day business activities at both regional and international level.

Experiences Abroad

Bunka Gaikokugo Senmon Gakkō 文化外国語専門学校 (2019)

Tōkyō, Japan (4 months) - **Final score:** Excellent (A+)

During this exchange, I had the possibility to work together with students coming from many Asian and European countries. In addition, I could develop interpersonal communication skills by studying Japanese Language and Business Japanese and focusing on localization and interpreting.

National High School United Nations (2016)

New York, USA (2months)

Final paper: Preservation of Culture in post-conflict societies.

Affiliation: UNESCO (Sierra Leone)

NHSMUN is the world's largest and most prestigious Model UN conference for secondary school students. NHSMUN is known for its diverse, talented attendees. Located in the heart of New York City, students are able to attend meetings with the diplomatic representatives of the countries they are representing, and other UN and NGO leaders visit committees for dynamic question and answer sessions.

About me



I moved to Venice to start my university path as a Japanese Language and Culture Student. During my study path, I had the luck to spend two semesters in Tōkyō, bettering my language skills and testing my adaptation abilities by living in another country. I finally graduated with a thesis about the perception of Japanese consumers about American brands continuing my academic career by focusing on Economics and Marketing.

I was elected for a scholarship to join a post-graduate program in international marketing and communication, strengthening my knowledge of marketing strategies and opportunities. At the same time, I enrolled in a Master's degree in Economics and Institutions of East Asia, focusing on international communication skills and research for Asian markets, current problems, finance, and management.

Currently, I am studying the impact of global brands on the market, focusing on cross-cultural marketing strategies and localization concerning brand perception and consumer behavior.

People say I am an organized and result-oriented person and I love listening to people's opinions and learning either by traveling or reading new books. I'm always open to new ideas and points of view. Seeking to find an entry-level position that allows me to showcase my marketing and intercultural skills.

Certifications

Japanese Language Proficiency Test N2 (CEFR: C1)

Released by The Japan Foundation

Issued: Dec. 2019

English Language Advance Certificate (CEFR: C1)

Released by Ca'Foscari University of Venice

Issued: Dec. 2020

Soft Skills Self Awareness Certificate

Released by Ca'Foscari Competency Center

Issued: Apr. 2021

Interests

Marketing & Cross-Cultural Marketing

Videogames and technology

Food and beverages

Travel and Photography

Luxury and design

Basketball and sports

Volunteering

Gesshin Student Association

Event organization and management.

Work Experience

A Multidimensional Website Project to Improve Japanese Language and IT skills - 'Collaborative creativity in Response to COVID-19' - Trainee

Ca'Foscari University of Venice (Feb. 2021 | Apr. 2021)

- **Content Creator for JaLea Business e-learning tool**
- **Social Media Graphic and Content Designer and Promoter for JaLea and JaLea Business platforms**

The project was directed by prof. Marcella Mariotti and funded by Japan Foundation to promote the online training of Japanese with new and innovative methodologies (No-Level-Brick).

Japanese Language Private Instructor

Venice and Online (Jul. 2020 | Present)

Due to my long stay experience in Japan, I've been teaching to undergraduate student for university exam preparation and Japanese language proficiency certifications (JLPT). Furthermore, I had the possibility to create materials and study path both for intermediate level students as well as beginners.

Education and Trainee

Ca' Foscari Competency Lab (Feb. 21 - Apr. 21) - Attendee

This project focuses on the importance of self-consciousness and self-realization in a job environment. Concretely, during the four-module programme, I had the opportunity to work on my soft skills and their development.

Venice/Japan International Food + Symposium (Mar. 21) - Attendee

The Symposium has been organized by Ca'Foscari University of Venice, General Japanese Council in Milan, Kazepro and Ca'Foscari Foundation. The programme focused on Italian food and product in Japanese markets, new consumptions and investors perspectives.

Organization of Events

Seminars on International Marketing Strategies between Italy and Japan

(Jan. 21 - Present) - Role: Speaker / Organizer

The seminars, organized by Gesshin (University of Venice Student Association) will be focusing on the marketing campaign of international firms in Japan and Italy. My panel will be focused on Global Brands and Localization Role in Brand perception around the globe.

Languages

English: Full Professional Proficiency - CEFR: C1+

Japanese: Full Professional Proficiency - CEFR: C1

Italian: Native Speaker

I hereby authorize the use of my personal data in accordance to the GDPR 679/16 - "European regulation on the protection of personal data".