

Resume Laura Yanes

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English

The daughter of Italian-Argentinean parents and born in Buenos Aires, Argentina, I lived in cities in Latin America, the United States, and Europe, acquiring their diverse cultures and languages. In 1977, while studying in Rome, I moved to Germany due to marriage, where I remained for 18 years. Following my call and talents in the fields of international marketing, one of the main reasons why I came to Miami—I became the Coordinator for the Premiere of the Fashion Collections, named Revelations en Vogue, which took place at the Delano Hotel in April 1999. To be more successful and due to my communication skills, I also enrolled at the University of Miami, specializing in communication and international relations as well as in foreign languages. Furthermore, I registered my company, Inter-Relations, LLC, for the State of Florida to offer communication and marketing services to European clients penetrating the US and Latin American market. My memberships at the different European Chambers, and especially my positions as a Board Member of the Italian Chamber 2001-2007, and as Vice President in 2004-05—voted President in November 2005—of the Press and Communication Committee of the COMITES Miami, have contributed to the growth of my business, and the building of long term relationships.

Deutsch

Die Tochter von italo-argentinischen Eltern und geboren in Buenos Aires, ich lebte in Südamerika, den Vereinigten Staaten und Europa, wo ich die verschiedenen Kulturen und Sprachen erworben habe. Im 1977, nach meinem Studium in USA und Rom, heiratete ich ein gebürtiger Münchner in Rom und zog nach Deutschland, wo ich 18 Jahren blieb. Aufgrund meiner Berufung im Bereich des Internationalen Marketings zog ich nach Miami, um ein Mode Projekt zu koordinieren, das die Premiere des Shows Revelations en Vogue wurde, eine Modeschau mit 14 Modeschöpfern am berühmten Delano Hotel, die im April 1999 stattfand. Zum weiterbilden meiner Berufung und Talent im Bereichen der Kommunikation, Sprachen und Internationalen Beziehungen, schrieb ich mich im Jahr 2000 an der University of Miami ein. Darauf folgend im Jahr 2003 gründete ich Inter-Relations, LLC, im Staat Florida, um Dienstleistungen im Internationalen Marketing Europäischen Firmen anzubieten, die der Amerikanischen und Sudamerikanischen Markt erobern möchten. Meine Mitgliedschaften zu den Europäischen Handelskammern, insbesondere meine Stelle als Vortandsmitglieds des Italy-America Chamber of Commerce Southeast seit 2001, und als Vizepräsidentin in 2004-05, gewählt Präsidentin im November 2005, der Presse und Kommunikation Komitee des COMITES Miami haben zum Erweiterung und fest Verknüpfung der Firmenbeziehungen beigetragen.

Italiano

Nata da genitori italiano-argentini a Buenos Aires, ho vissuto in Sud America, negli Stati Uniti ed in Europa, assorbendo le diverse culture ed apprendendo la capacità di parlare più lingue straniere. Nel 1977, dopo i miei studi negli Stati Uniti e poi a Roma, mi trasferisci per sposarmi in Germania, dove rimango per 18 anni. La dedizione al settore di marketing internazionale, scelta

professionale preferita, mi porta a Miami dove divento coordinatrice per la Première di Revelations en Vogue, una sfilata di moda con 14 stilisti internazionali presso il Delano Hotel nell'aprile 1999. Coltivando la mia vocazione e capacità nei campi della comunicazione, lingue e relazioni internazionali, mi sono iscritta all'Università di Miami nel 2000, e ho fondato la mia azienda, Inter-Relations LLC, in Florida nel 2003, offrendo servizi di marketing internazionale ad aziende europee e soprattutto italiane che vogliono penetrare il mercato degli Stati Uniti e del Sud America. L'affiliazione a diverse Camere di Commercio europee, soprattutto le mie posizioni come Membro del Consiglio della Camera di Commercio Italiana a Miami 2001-2007, e Vicepresidente della Commissione Stampa e Comunicazione del COMITES Miami dal 2004, votata Presidente della Commissione stessa nel 2005, hanno ulteriormente permesso l'espansione della mia attività di volontariato a favore della comunità italiana.

OBJECTIVES

Due to my international background and education—Argentine-Italian citizenship; German Residence due to marriage, and US Residence due to parents with American citizenship, and my thus resulting language skills—I currently chair a global oriented international relations consultancy offering corporate communication services through public relations and marketing, and further pursue its expansion.

SKILLS

Languages	English, Spanish, German, French, and Italian - very good verbal and written performance in all five.
Information Systems	Proficient use of Office 2007 XP Professional; Word, Excel, Power Point, and all Internet and e-mail functions. Basic knowledge of Web design and newsletter layout using Adobe. Spell check and Thesaurus in all five languages mentioned above.

MEMBERSHIPS

Since 1997	Board Member of the Italy-America Chamber of Commerce June 2001-February 2007. Member of the German American Business Chamber since 1997. Active in the French-American Chamber, British-American Chamber, Coral Gables Chamber of Commerce, and the South American Chambers. President of the Press and Communication Committee of COMITES Miami (represents the Italian community in the Southeast of the U.S. and works hand in hand with the Italian Consulate in Miami).
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EDUCATION

2009-	Master in International Business University of Miami, Florida
2009	B.A. International Relations, University of Miami, Florida.
1981	Universität des Saarlandes, Saarbrücken, Germany: German course and audited courses in Economics.
1977	Loyola University of Chicago-Rome Center, Italy: Liberal Arts.
1976	International School of John Cabot-Rome Center, Italy:

- 1973** Corso Intensivo della Cultura Italiana.
University of Tampa, Tampa, Florida:
Liberal Arts.
- 1972** L'Université de la Sorbonne, Paris, France:
Cours de la Civilisation Française.
- 1960-1971** International High Schools: Collegio Nueva Granada, Bogotá, Colombia,
and Northlands, Buenos Aires, Argentina.

PROFESSIONAL EXPERIENCE

- 2004-** Contract with the World Trade Center Miami for marketing services of
their Wine Expo 04 and Food & Beverage 05 as sales rep for Italy.
- 2004-2005** Contract with the Miami Council for International Visitors (MCIV) on
November 22 as marketing and public relations consultant in the position
of executive director. Previous to this contract I provided marketing and
translation services to IMAV-Hydraulik GmbH: A German company
manufacturer of hydraulic machines.
- 2002-2003** Contract with Artar Bikes America for Artar Bikes Italy, a client of Inter-
Relations. As president of ABA, I provided marketing and sales services,
which preceded a contract with a U.S. distributor.
- 1999** Enrolled at the University of Miami in the fields of Communication,
International Relations, and Foreign Languages.
- 1998-1999** ACT Productions, Miami Beach, Florida: A client of Inter-Relations
where I provided corporate communication services e.g. coordination of
the fashion shows "Revelations en Vogue Miami Beach" at the Delano
Hotel.
- Since 1997** Registration of Inter-Relations, Inc for the State of Florida on July 23. In
May 9, 2003, the company changed its official name to Inter-Relations,
LLC: Marketing and communication services.
- 1997** INRC, International Nutrition Research Center, Boca Raton, Florida:
translations of scientific documents from English into German, Italian,
Spanish and French.
- 1995-1996** Rienau Event Marketing (Warner Brothers), Hamburg, Germany: PR
services.
- 1978-1981** Siemens, AG, Munich, Germany: Trainee Programs during four
summers assisting each time in different departments.