

PERSONAL INFORMATION

Federica Mariani



- 📍 Kammenstraat 56, 2060 Antwerpen (Belgium)
- 📞 32465922986 📞 393333554607
- ✉ info@federicamariani.it
- 🌐 www.federicamariani.it 🌐 www.lesitalienschezvous.com
- 💬 Skype Kika_Mariani

PERSONAL STATEMENT

10 years of experience in communication of cultural projects and arts internationally. International Journalist. Expertise in street art and social media.

WORK EXPERIENCE

15/01/2008–Present

Consultant for street art projects

PopUp Festival (Italy)
www.popupfestival.it

- Create street art projects
- Select artists for events
- Identify press opportunities and develop the partnership
- Coordinator of the communication and marketing campaign

Business or sector Arts, entertainment and recreation

06/12/2012–31/12/2018

Communication and Social Media Manager

Fondazione Marche Cultura (Italy)
<http://fondazionemcm.it/>

- Content creator for social media channels
- Chief of official blog www.destinazionemarche.it
- Develop key relationships with sponsors and partners
- Draft of communication tools (catalogues, press releases)
- Junior Manager "Urbino2019, European capital of culture" with Jack Lang

Business or sector Information and communication

01/06/2011–31/01/2012

Journalist and Social Media Manager

Segni e suoni agency, Ancona (Italy)
www.segniesuoni.it

- Write press releases
- Produce media campaigns and monitor media coverage
- Attend press conferences and interviews

Business or sector Information and communication

01/09/2008–31/12/2010

Gallery manager

Galerie Alberta Pane, Paris/Venise (France/Italy)
www.galeriealbertapane.com

- Manage sales
- Set up exhibitions

- Improve participation in art fairs (Arco, FIAC, The Armony Show)

Business or sector Arts, entertainment and recreation

01/04/2008–01/09/2008

Program Assistant

Le Cube, Paris (France)

www.lecube.com

- Prepare production materials
- Assist managers and artists
- Research information for the catalogue

Business or sector Arts, entertainment and recreation

01/01/2007–30/06/2007

Junior Manager European Project Culture 2000-2006

SVIM Sviluppo Marche SpA, Ancona (Italy)

www.svimspa.it

- Implement project
- Collaborate with project partners
- Stimulate project partners to reach the goals

Business or sector Information and communication

01/10/2005–30/11/2006

Curator for the Archives Exhibitions

Venice Biennial Foundation, Venice (Italy)

- Set up exhibitions
- Draft of communication tools
- Catalogue
- Selection of materials (photos, videos...)

EDUCATION AND TRAINING

15/09/2007–10/03/2008

Master's Degree in Management of Cultural Assets and Activities

EQF level 7

European School of Management (ESCP Europe), Paris (France)

01/09/2006–01/07/2007

Master's Degree in Economics of Arts

EQF level 6

University of Ca' Foscari, Venice (Italy)

01/09/2004–01/09/2006

Master's Degree in Art History

EQF level 6

University of Ca' Foscari, Venice (Italy)

PERSONAL SKILLS

Mother tongue(s)

Italian

Foreign language(s)

| | UNDERSTANDING | | SPEAKING | | WRITING |
|---|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| French | C2 | C2 | C2 | C2 | C2 |
| DALF - Diplôme approfondi de langue française | | | | | |
| English | B2 | B2 | B2 | B2 | B2 |

| | | | | | |
|-------|-----------------------------------|----|----|----|----|
| | PET Certificate - Pass with merit | | | | |
| Dutch | A1 | A1 | A1 | A1 | A1 |

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

- Communication skills
- Excellent written and verbal communication
 - Excellent presentation and negotiation skills

- Organisational / managerial skills
- Analyzing business problems
 - Critical thinking, research and development

- Job-related skills
- Advance knowledge of communication tools
 - Excellent interpersonal skills

| Digital skills | | | | | SELF-ASSESSMENT | | | | |
|------------------------|-----------------|------------------|------------------|------------------|-----------------|--|--|--|--|
| Information processing | Communication | Content creation | Safety | Problem solving | | | | | |
| Proficient user | Proficient user | Proficient user | Independent user | Independent user | | | | | |

Digital skills - Self-assessment grid

Driving licence B

ADDITIONAL INFORMATION

Seminars "Digital communication" Professor for the Double *Master's* 2nd Level University Degree in Management of Cultural Assets and Activities

- Undertake annual course module (20 lessons)

- Projects (Art Exhibition Curator)
- *PRIVATA*, itinerant exhibition with Vanity Fair, Italy, 2014-2015
 - *Raqam: sign and drawing*, Rossmut Gallery, Rome, March 2013
 - *Soldati, Rossellini, Visconti: Italian cinema*, Venice Biennale, 2006

- Publications (selection)
- *Privata: exhibition catalogue*, Communication Project Edition, 2014
 - *The Historic Archive of Venice Biennale*, essay in The Annual Publication 2007-2008, University Ca' Foscari, Venice, 2009
 - *Soldati, Rossellini, Visconti: Italian Cinema*, Venice Biennale, 2006

Certifications **Journalist - International Federation of Journalist (Card. N.I-4069)**

Privacy Statement I authorise the processing of my personal data for personnel research and selection purposes under D.Lgs. 30 June 2003, n. 196 "Code regarding the protection of personal data" and the GDPR (EU Regulation 2016/679).