
SUMMARY

Creative professional, highly motivated and efficient multi-tasker. Experienced in large scale event planning, festival promotions, festival outreach, database development and multimedia relations. Persuasive communicator and talent recruiter. Strengths include excellent writing techniques, verbal presentations. Remain calm in a fast-pace and dynamic environments. Strong team management and interpersonal skills. Facilitated communication between company teams and external teams to ensure successful event execution. Proficient in MS Office (Excel, Word, Power Point, Publisher etc) Windows Movie Maker, Imovie, Adobe Photoshop, Adobe Lightroom, I movie, Adobe Acrobat, Xpress, MS Outlook and Internet and Mac Os.

Primary Language : Italian

Foreign Language: Proficient in English and French. Good in Spanish

PROFESSIONAL EXPERIENCE

Nonsoloeventi srl – Complesso Palapartenope

Naples - Italy
November 2017 – Present

Artistic Direction and Manager Production

- Create the organization's program,. selecting the shows that will be displayed during the season
- Set and oversee the schedule production for the season
- Hire staff: artists, directors, performers and actors, stage managers, designers, etc.
- Be in charge of theatrical development: commissioning playwrights to write plays, read and select the scripts that are submitted to the theatre.
- Manage the theatre's budget and deal with funding bodies (charities, the government, sponsors, trusts, etc.)

Nonsoloeventi srl – Complesso Palapartenope

Naples - Italy
November 2015 – Present

Communication and Marketing Manager

- Develop and maintain relationships with partners and sponsor (Cral, Cultural Institutions, Embassies, Ministries, Comune di Napoli, actors, directors, theatres, festivals and Companies)
- Supervise, plan and organize big event
- Study marketing and communication strategy (creative, technical and logistical elements)
- Press Office
- Designer and Editor for web site and social media (facebook, twitter, you tube and blogs)
- Video Editor for promotional spot and events

Associazione Mariangela Melato

Rome - Italy
December 2013 – Present

Communication and Archive Manager

- Develop and maintain relationships with partners
- Supervise, plan and organize the Mariangela Melato Archive
- Study marketing and communication strategy (creative, technical and logistical elements)
- Designer and Editor for web site and social media (facebook, twitter, you tube and blogs)
- Video Editor for promotional spot and events

International Relationships Coordinator

- Develop and maintain relationships with international partners (festivals, schools. media partners, radios etc) and international Cultural Institutions, Embassies etc
- Prepared, estimated and edited the operating budget (expense budget, promotional budget and flexible budget).
- Editor of international letters and correspondence (in Italian, English, French and Spanish).

Palazzo del Baglivo

Italy
November 2013 – November 2014

Communication and Event Manager

- Develop and maintain relationships with partners
- Supervise, plan and execute events: press conferences, parties, meetings, conferences
- Study marketing and communication strategy (creative, technical and logistical elements)
- Editor for web site and social media (facebook, twitter, you tube and blogs)
- Video Editor for promotional spot

ÉCU The European Independent Film Festival

Paris - France
May 2011– May 2013

Italian Representative/Consultant International Relations/Business development manager

- Manage international partnerships and sponsorships with Italy and all around the world (Austria, German, Portugal, Switzerland, Uk, Greece, Sweden, Ireland, Iceland, India, Bangladesh, etc)
- Research and select potential sponsors for special projects by creating, promoting and selling sponsorship kits
- Implement multiple marketing strategies while keeping management aware of project progress and status.
- Arrange and organize international meetings for the President and Festival Manager.
- Develop and maintain relationships with international partners (festivals, schools. media partners, radios etc) and international Cultural Institutions, Embassies etc
- Arrange and organize promotional event in Italy and all around the world
- Prepared, estimated and edited the operating budget (expense budget, promotional budget and flexible budget).
- Editor of international letters and correspondence (in Italian, English, French and Spanish).
- Italian communication for web site, social media, press etc
- Translations and subtitles of videos and films

Desiree Rohlf Photography

San Diego USA
September 2012 - November 2012

Second photographer and assistant

Fondazione Campania dei Festival / Napoli Teatro Festival Italia

Naples Italy
April 2010 - December 2010

Consultant

- Established and coordinated special projects for the Napoli Teatro Festival Italia with promotional and creative operations, including video and power point presentation.
- Researched traditions and customs of multiple international cultures.

- Research work about trends for work out, focus and create the themes of the fourth edition of the Napoli Teatro Festival Italia and for arrange other productive assets as a series of conferences, debates and special events.
- Researched and selected potential sponsors for special projects by creating, promoting and selling sponsorship kits.
- Implemented multiple marketing strategies while keeping management aware of project progress and status.
- Prepared, estimated and edited the operating budget (expense budget, promotional budget and flexible budget).

Fondazione Campania dei Festival / Napoli Teatro Festival Italia
The Mediterranean's Cities

Naples Italy
 April 2010 - December 2010
 and May – August 2009

Consultant International Relations Office

- Arranged and organized international meetings for the Director and the President of the Foundation.
- Developed and maintained relationships with international partners (artists, actors, theatres and festivals).
- Worked closely with director of Foundation to generate international public relations activities in support of the strategic plan of the organization.
- Editor of all international letters and correspondence (in English, French and Spanish).
- Arranged, prepared and submitted promotional material, reports, magazines, videos (about the Fondazione Campania dei Festival and about The Napoli Teatro Festival Italia) to Embassies, Ministries, Institutional bodies and European Parliament.
- Developed and maintained expansive contact lists and databases comprised of domestic and international Cultural Institutions, Embassies, Ministries, actors, directors, theatres, and festivals.
- Organized and implemented cocktail events, lunches and dinners for over 250 guests.
- Translated documents from Italian to English, French and Spanish and Vice Versa.
- Prepared requests for institutional sponsorships.
- Successfully prepared, submitted and received funding exceeding 175.000,00 euro to the INAEM the Ministry Department of the Spanish Culture, Japan Foundation, Culture France and British Council.
- Prepared formal letters of invitation to the Festival in English, French and Spanish.
- Arranged travels, transfers, shows, meetings and accommodations for foreigner guests and Institutional guests.

Villaggio Editoriale srl and Roma c'è weekly magazine

Rome Italy
 November 2005 - July 2009

Member of the editorial staff and Freelance

- Editor in Chief of special projects including weddings, children, courses and schools and some guides about restaurants and events for the Municipality and the Province of Rome).
- Prepared and organized production material for guides and magazines.
- Copy editor and proofreading.
- Journalist responsible for the following topics; shopping, fashion, style, childhood, restaurants and bars, shows, tourism, local tradition and educational courses. Such efforts resulted in increased sales.
- Copy editor for company website. Created, edited and update web site content.
- Wrote weekly newsletters.
- Supervised freelance writers.
- Implemented and updated of databases with over 5000 restaurants, wine bars, shops, markets, associations, children museums.
- Researched and selected news and current events.
- Researched and selected contacts to be included databases and news feeds.
- Created mock-ups and pagination.

- Archived photos and videos.
- Point of contact for the reading public: answered questions via e-mail, phone and in person.

Timos Teatro Eventi

Rome Italy September 2008 – October 2009

Public Relations and Press Office

- Promotion and communication liaison for plays.
- Created promotional graphics and content materials for plays.
- Prepared submittal requests for European projects regarding Science Theatre.

RAI (Italian State Television) Festa Italiana

Rome Italy September 2008 – May 2009

Walk on part with cues

- Switchboard operator for a daily television program. Responsible for nearly 200 episodes.

Ischia Procida Festival “Isole in palcoscenico”

August - September 2008

Press Office and Public Relations

- Promotion and communication liaison for plays.
- Created promotional graphics and content materials for plays.
- Designed, wrote, prepared and distributed press releases regarding the site, the artists and the events.
- Arranged the press review.

Napoli Moda Sposa

Naples Italy January 2008

Press Office and Public Relations

- Promotion and communication liaison for fashion shows.
- Designed, wrote, prepared and distributed press releases regarding the site, the stylists and the event.
- Arranged the press review.

Fondazione Campania dei Festival / Napoli Teatro Festival Italia

Naples Italy October 2007

Collaboration organization office during the “Prologue”

- Responsible for maintaining the organization and flow of the shows.
- Hostess and guide for the guests.
- Arranged guest transfers.
- Public Relations liaison for companies and artists.

Opera Buffa Festival and Ente Teatro Cronaca

Naples Italy November 2004 - July 2005

Artistic secretary and Assistant Director

- Administered month-end closing in a timely manner. Prepared monthly financial reports for distribution to CPA.
- Responsible for processing Director’s business expense reports for reimbursement and handled petty cash.
- Maintained personnel and payroll files in alphabetical filing system.
- Arranged extensive domestic and foreign travels for director, actors and staff.
- Public relations with theatres and theatre circuits.
- Created and maintained historical archives as well as hard and soft copies of addresses.
- Created archives of event photos and playbills and invoice databases
- Arranged the fifth “Opera Buffa Festival” a series of opera buffa concerts of the Napolitan School .
- Translated promotional materials in French.

- Wrote letters for Municipality, Region and Ministry.

Newspaper “Il Denaro”

Naples Italy January - November 2000

Freelance

- Wrote articles and news for the pages: Rotary and Rotary, Business and men and Media and Multimedia.

OTHERS PROFESSIONAL EXPERIENCE

- *As photographer has been part of a collective exhibitions in Italy and Europe.*
- *Translator of theatrical texts from French and English.*
- *Assistant director for plays.*
- *Actress: live theater performances, mini-series and RAI television programs.*

EDUCATION

- Achievement with honors in “English for Journalism” at the University of Pennsylvania
- *International Film Festival Summit Webinar: The Secret: Cash, Cache, Creativity, & Credibility*
Featured Speakers: Paul Cohen Director FSU College of Motion Picture Arts “Torchlight Program”, Robin Bronk CEO The Creative Coalition, David Garber President/CEO Lantern Lane Entertainment LTD, Keith Weckstein VP Tribeca Cinemas & Ticketing Tribeca Film Festival, Laurie Kirby Executive Director International Film Festival Summit
- *Ninja Marketing Webinars: Personal Guerrilla Branding* with Luigi Centenaro founder of the first Italian agency of Personal Branding. (*Subject: Personal Branding is born before offline, Why Internet is the Personal Branding’s doping, Personal Guerrilla Marketing: examples and logics*).
Open Innovation: lose the control and become part of the co-creative flow with Camillo Di Tullio (*Subject: Open Innovation: problem or opportunity? The D.I.R.E approach. From Customer relationship management CRM to Social Customer relationship management SCRM*)
- Completed university courses with focus in Modern Foreign Languages and Cultures at the University “Suor Orsola Benincasa” of Naples.
- Freelance journalist enrolled at the National Professional Association of Journalists press card n° 124699 (since 2007).
- Acting Diploma achieved through four years of academics at the *Academy of Dramatic Art of Naples directed from Guglielmo Guidi.*
- Achievement with honors in “Theory and Practice of English as Second Language” at the *San Diego State University - San Diego California USA.*
- Completion of Journalism courses with *Alfonso Ruffo* editor (in chief) of the newspaper “Il Denaro”.
- Diploma of English Language Trinity College.
- Diploma and Certificate of Completion of Linguistic Studies at the *Istituto Nazareth of Naples.*

In base al D. Lgs. 196/2003 autorizzo il trattamento e l'utilizzo dei miei dati personali.

In base al D.P.R. 445/2000 attesto la veridicità delle dichiarazioni contenute nel curriculum vitae.

Napoli 8 Ottobre 2019

In fede
Alessia Massa