

**Objective** To develop expertise in the field of **Communication and Public affairs**  
*Media, Communication, Corporate social responsibility, Issues management, Lobbying*

**Summary**

- ✓ 2 Master Degrees  
*Public Affairs, Media and Communication*
- ✓ 10 years of professional experience  
*Public, private and non-profit*

**Relevant Education**

- ✓ **Master Degree in Public Affairs @ University of Sydney, Australia (March 2008)**  
*Leadership, Organizational communication, Dialogue, deliberation and public engagement, Corporate citizenship, Crisis and disaster management, Strategic and Issues management*
- ✓ **Master Degree in Media and Communication @ University of Rome, Italy (May 2003)**  
*Marketing and Advertising, Mass Media, News-making, Public and Political Communication*
- ✓ **Hypermedia Laboratory @ University of Tampere, Finland (May 2001)**  
*New Media, Web Design & Online Communication*

**Relevant Experience**

**Web 2.0 Communication Advisor @ Partito Democratico (July 2010 to present)**  
Partito Democratico (Democrats party) is the second largest Italian political party. I advise on web 2.0 strategy and tools for the National secretariat (University and Public administration department).

**Senior Organizational Communication Officer @ ASL8 Cagliari (July 2008 to present)**  
ASL8 Cagliari is a large County Health Company (5000+ employees) located in region Sardinia. My main achievements include promoting, conceptualizing and managing:

- ✓ First e-learning courses (Public communication) and customer satisfaction service (internal)
- ✓ Corporate image and web presence (Learning & Education Unit)

**Senior Knowledge Management Officer @ Formez (November 2000 to present)**  
Formez is the leading learning and innovation Italian Government Agency, responsible of innovation within the public administration. My main responsibilities range from e-learning (content authoring, online tutoring and learning management system implementation) and face to face teaching (lectures on web 2.0 and public communication strategy).

**Chief Web Communication Officer @ TrecentoSessanta (March 2008 to July 2010)**  
TrecentoSessanta is a political association led by the Italian democrats vice secretary. Associates include members of the Italian Senate, House of Representatives and local government. My responsibilities at TrecentoSessanta ranged from:

- ✓ Planning associates' online strategy (web and social networks e.g. Facebook, YouTube, etc.)
- ✓ Managing candidates' online electoral campaigns (2008 and 2009)
- ✓ Supervising editors, web developers and graphic designers

