



Alfredo Giacchetto

☎ (+39) 3466099882

✉ Email address: a.giacchetto@arte-cultura.it

🌐 Website: www.arte-cultura.it

💬 Skype : alfredogiacchetto

🌐 LinkedIn : www.linkedin.com/in/alfredo-giacchetto/?locale=en_US

WORK EXPERIENCE

Social Media & Content Manager

Custhomer [11/2020 – Current]

City: Novara

Country: Italy

- Managing B2B and B2C corporate social profiles;
- Content production on the real estate and furniture sector.

Social Media & Content Manager

CIME Servizi - OralNET [10/2020 – Current]

City: Oderzo (TV)

Country: Italy

- Managing B2B and B2C corporate social profiles and social channels of the associated dental clinics in Italy;
- Content production on the dental and health sector.

Head of Communications - Social Media & Content Manager

Enjoymuseum [09/2017 – Current]

City: Novara - Milan

Country: Italy

- Head of corporate communication and social media & content manager of company profiles;
- Author, editor and copywriter of artistic and cultural contents.



Museum Director - Marketing Activities Expert

Museo Storico dei Pompieri e della Croce Rossa Italiana [10/2019 – 07/2020]

City: Manfredonia (FG)

Country: Italy

- Supervision of acquisition, study, cataloguing, curating, conservation and exhibition of museum collections;
- Development of museum didactics, learning and edutainment activities;
- Management of cultural projects and museum promotion programs;
- Organization of art exhibitions, concerts, shows and cultural events;
- Museum marketing, communication activities and digital development;
- Budgeting, fundraising and organisation of human, financial and instrumental resources;
- Management of public relations with stakeholders, educational and cultural institutions.

Visual Arts Coordinator

Taobuk - Taormina International Book Festival [04/2019 – 07/2019]

City: Taormina (ME)

Country: Italy

- Art and cultural exhibitions anager for the international book festival;
- Managing contacts with artists and suppliers;
- Management of administrative procedures (location, facility report, insurances, transport, condition report, staging, etc.);
- Scientific study of exhibitions, curating and production of texts;
- Communication management (texts, production of graphic and digital materials);
- Organisation of exhibition opening events and coordination of volunteers for the entire duration of the events;
- General support to other festival activities.

Museum Professional

Officine Culturali [04/2016 – 04/2019]

City: Catania

Country: Italy

- Museum operator for guided tours of the Benedictine Monastery, the Ursino Castle, the Church of San Benedetto, the Church of San Nicolo' l'Arena, the Museum of Archaeology and the Botanical Garden of Catania;
- Management of edutainment and educational activities for schools;
- Management of info point, ticket office, bookshop, reception and public relations.

Concerts & Shows Manager

Mastrini Production & Communication [10/2016 – 12/2016]

City: Perugia

Country: Italy

- Project manager and organiser of classical music concerts and theatre performances;
- Account manager and shows distribution in Italy.



Art Exhibitions & Cultural Events Organizer

Nitroglicerina [09/2012 – 12/2016]

City: Catania - Venice

Country: Italy

- Organizer and curator of art exhibitions in Catania, Venice and Milan and cultural events for private and non-profit organizations.

Museum Guide and Educator

Palazzo Grassi - Punta della Dogana [09/2014 – 09/2015]

City: Venice

Country: Italy

- Museum operator for guided tours of the exhibitions "L'Illusione della Luce" and "Prima Materia";
- Handling of museum learning activities and educational programs for children, young people and families.

Cultural Mediator

Ca' Foscari University of Venice [05/2013 – 06/2014]

City: Venice

Country: Italy

- Cultural mediator for the following art exhibitions and cultural events:
- "When Attitudes Become Form: Bern 1969/Venice 2013" - Fondazione Prada;
- "Prima Materia" - Punta della Dogana;
- "Lost in Translation", collateral event of the Venice Biennale 2013 - Ca' Foscari Esposizioni;
- ArtNight Venezia 2013;
- "Paweł Althamer and Anatoly Osmolovsky: Parallel Convergences" - Tre Oci;
- "Capital of Nowhere" - CFZ.

Fair/Cultural Event Management

Salone Europeo della Cultura Venezia 2019 - Expo Venice [11/2012 – 11/2012]

City: Venice

Country: Italy

- Front and back office at the info point;
- Management of communication activities;
- Bookshop administration;
- Logistics management and promotion activities.

Front/Back Office - Cataloguer - Cultural Mediator

Biblioteche Riunite "Civica e A. Ursino Recupero" [03/2011 – 04/2011]

City: Catania

Country: Italy

- Front and back office at the library;
- Cataloguing and restoration of old books;
- Cultural mediator for the contemporary art exhibition "L'arte c'è quando 'malgrado' si ride";
- Support for cultural events and book launches.



Newspaper Editor

Adelante [08/2010 – 12/2010]

City: Catania

Country: Italy

- "Linea Sicilia" daily newspaper editor.

Tech Magazine Editor

MBL [12/2009 – 03/2010]

City: Rapallo (GE)

Country: Italy

- "Giocare con il cellulare" technology magazine editor.

EDUCATION AND TRAINING

Master's Degree in Economics and Management of Arts and Cultural Activities

Ca' Foscari University of Venice [09/2012 – 03/2016]

Address: Venice (Italy)

Final grade : Summa cum laude – Level in EQF: EQF level 7

Thesis: The influence of art on the psychological well-being of people with disabilities.

Bachelor's Degree in Communications

University of Catania [10/2007 – 03/2012]

Address: Catania (Italy)

Final grade : Summa cum laude – Level in EQF: EQF level 6

Thesis: The 1929 crisis in the contemporary Spanish press.

Higher Education Diploma

"Galileo Galilei" Scientific High School [09/2002 – 07/2007]

Address: Catania (Italy)

Field(s) of study: Scientific Diploma

Level in EQF: EQF level 4

LANGUAGE SKILLS

Mother tongue(s):

Italian

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Spanish

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

German

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1



DIGITAL SKILLS

OS

Windows / Mac OS / Android / iOS

Microsoft Office

Word / Excel / PowerPoint

Adobe Creative Suite

Photoshop / Illustrator / InDesign

Web and Social Networks

Social Networks / HTML / Wordpress / MailChimp / Hootsuite / Canva

NETWORKS AND MEMBERSHIPS

Associazione per l'Economia della Cultura - Youth Group

[2020 – Current]

- Head of communications and social media;
- Organizer of webinars, projects and cultural events on the topic of the economy of culture.

Associazione Italiana Giovani per l'UNESCO

[2017 – Current]

- Head of communication, budgeting and fundraising for Sicily;
- Organizer and coordinator of projects and cultural events for the UNESCO heritage in Sicily.

DRIVING LICENCE

Driving Licence: B

VOLUNTEERING

Associazione Coralium NPO (disability)

[2015 – Current]

Associazione Pigna d'Oro NPO (disability)

[2011 – 2014]



COURSES & CERTIFICATIONS

Courses & Certifications

- **Cultural Institutions and Digital** - ICOM Italia and Microsoft (2020);
- **Fundraising for the Cultural Sector Organisations: Strategies and Tools** - Teatro Pubblico Pugliese and SPARC, European Union (2020);
- **Digital Marketing** - Maker Faire Rome (2020);
- **Italian Museum Summit** - Annual Summit for Museum Management, Marketing and Innovation (2020);
- **Museums' Digital Communication: Challenges and Opportunities at the time of Covid-19** - ICOM Italia (2020);
- **Essential Skills for Museum Professionals** - Mu.SA, Museum Sector Alliance (2019);
- **Samsung Innovation Camp** - Samsung Electronics Italia (2018);
- **Enhancement and Management of Cultural and Creative Industries: Libraries and Museums** - Scuola Superiore di Catania (2017);
- **Educación y Museos** - Universidad de Murcia (2016);
- **Theory and Criticism of Contemporary Art** - IUAV University of Venice (2013).

PERSONAL DATA PROCESSING

Personal data processing

I authorize to use and process my personal data in accordance with the EU reg. 679/16 (GDPR).