



Alfredo Giacchetto

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ABOUT ME

Expert in cultural planning & management, museum direction and didactics, organisation of art exhibitions, festival and cultural events. I also deal with social media, content management, copywriting, cultural communication and marketing.

WORK EXPERIENCE

Head of Events Organization Secretariat

Science Week Festival - Galileo Prize (Municipality of Padua - Gruppo Pleiadi scs) [12/2021 – 12/2022]

City: Padua

Country: Italy

- Organization of the program of more than 100 events of La Settimana della Scienza festival, including seminars, courses, presentations, exhibitions, performances and concerts;
- Organization of the Galileo Literary Prize and the Piccolo Galileo Prize;
- Management of technical-organizational bureaucracies;
- Relations with the Municipality of Padua, the University of Padua, publishing houses, Italian and foreign authors, guests and Juries of the Galileo Prize and the Piccolo Galileo Prize;
- Coordination of juries and contact with schools and universities;
- Organization of book presentations, seminars and cultural side events;
- Vendor management, logistics, reception, hospitality, set-up.

Museum Coordinator - Communication Manager

Children's Museum Verona (Gruppo Pleiadi scs) [09/2021 – 12/2022]

City: Verona

Country: Italy

- Museum and staff coordination;
- Museum communications manager;
- Project management and budgeting activities;
- Organization of events and educational projects;
- Marketing strategies and participation in calls for proposals;
- Relationships with vendors, maintainers and stakeholders.

Communication Officer

Gruppo Pleiadi scs [05/2021 – 08/2021]

City: Limena (PD)

Country: Italy

- Social media management of company and client projects;
- Facebook Ads campaigns;
- Editor of graphics and textual content;
- Editor of editorial plans;
- Managing mailing lists and media relations.

Social Media & Content Manager

C.I.M.E. srls [01/2021 – 01/2021]

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.

Museum Director - Marketing Activities Expert

Museo Storico dei Pompieri e della Croce Rossa Italiana srl [11/2019 – 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 and Exhibitions Coordinator

Taubuk - 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.

Head of Communications - Social Media & Content Manager

Enjoymuseum srl [09/2017 – Current]

City: Novara

Country: Italy

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

Museum Professional - Guided Tours, Education, Info Point, Bookshop

Associazione Officine Culturali Impresa Sociale ETS [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 srl [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.

Museum Guide and Educator

Palazzo Grassi - Punta della Dogana (Saganaki) [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 – 07/2014]

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.

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.

Fair/Cultural Event Officer

Salone Europeo della Cultura Venezia 2019 (Expo Venice SpA) [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" (University of Catania) [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.

EDUCATION AND TRAINING

2nd Level Biennial University Master Course in Economics and Management of Cultural Heritage

Roma Tre University [01/2022 – 01/2023]

Address: Rome (Italy)

Final grade: Pass – Level in EQF: EQF level 8

Number of credits: 120

Thesis: Effective communication for village enhancement: best practices and promotion strategies for Roccafluvione (AP)

2nd Level University Master Course in Head of Cultural Mediation and Educational Services in Museum Organizations

Suor Orsola Benincasa University [03/2021 – Current]

Address: Naples (Italy)



Final grade: Summa cum laude – Level in EQF: EQF level 8

Number of credits: 60

Thesis: The Children's Museum model and the influence on the psychophysical well-being of children with disabilities. An Italian best practice: the Children's Museum Verona.

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

Ca' Foscari University of Venice [08/2012 – 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 [09/2007 – 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 [08/2002 – 07/2007]

Address: Catania (Italy)

Field(s) of study: Scientific Diploma

Level in EQF: EQF level 4

CONFERENCES AND SEMINARS

Lecturer POR FSE CHANCES course "Recent transformations and trends in the field of cultural heritage economy"

[Venice, Italy, 07/2021 – 07/2021]

The project CHANCES - Cultural Heritage, New Skills and Solutions darts on the need to give greater visibility to technical professionals of the cultural heritage of Veneto, developing in the recipients emerging skills related to communication and marketing with a focus on the theme of storytelling, together with digital skills for the presidium of the new solutions of AR, VR, Social media marketing increasingly used in the field of conservation and restoration as they improve conservation, recovery and fruition by restoring the very function of the cultural asset.

Call for proposals, "For an organized and aware enterprise. Tools to foster professional growth" - DGR 1010 of 12/07/19, funded by the European Social Fund 2014-2020.

Project Code: 5615-0002-1010-2019.

Link: <https://conform.it/progetto-chances-cultural-heritage-nuove-competenze-e-soluzioni/#1587045187855-3ea31278-0064>

COURSES & CERTIFICATIONS

Courses & Certifications

- **Cultural Event Management and Organization Officer** - Umana Forma (2021)
- **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).



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

Microsoft Office / Google Suite / Adobe Photoshop / Adobe Illustrator / Canva / Social Networks / Email Marketing / WordPress

DRIVING LICENCE

Driving Licence: B

NETWORKS AND MEMBERSHIPS

Associazione per l'Economia della Cultura

[2019 – Current]

- Secretary of the Youth Group;
- 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 – 2021]

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

VOLUNTEERING

Associazione Coralium NPO (disability)

[2014 – Current]

Associazione Pigna d'Oro NPO (disability)

[2010 – 2014]

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