

Mauro Fanfoni Curriculum Vitae

#markcom #communication #marketing #digitalpr



Mauro Fanfoni

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Card drive AB

Management of integrated communication projects, making best use of the sensitivity and background, through an ideal connection between traditional communication and the digital media, combining creativity with the principal techniques of communication and marketing.

Professional career



MarkCom Project Leader – WeCommunication Ltda – Digital Media Company – Saò Paulo, 2021/today

Management of integrated and customized Digital MarkCom projects in the process of creating & strengthening brands/companies with the aim of increasing turnover and awareness of digital media.

formeparis

Digital Creative Communicator - Forme & Superfici Srl , Furnitures – Rome, May 2021/today

Concept and management content marketing and communication strategy for the Company focused in "tailor made" consulting and research furnitures for architects, interior designers and consumers.



Senior Advisor – Digital Creative Communicator - FutureFly | Leadership Coaching Formula – Milan, October 2020/today

Executive Team in Strategic Consulting, in practice co-management of integrated communication projects, digi-multichannel-communication and leadership progress.



Temporary Media Manager Italia – IGLTA Convention Milan 2020 – Milan, September 2019/January 2020

Creating, managing and overseeing on- and off-line indoor/outdoor media projects to describe and promote the Convention, first time in Italy, May 6/9, 2020.



Communication & Marketing Specialist – Optima Naturals Srl, Supplements and skincare company – Gallarate, June 2019/January 2020

Creating, managing and overseeing online digital media projects to describe and promote the products.



Communication & PR Manager/Executive Editor Sondere and Beach Group Italia Srl, Travel services company/Editor - Milan, April 2018/January 2020

Creating, managing and overseeing on- and off-line indoor/outdoor media projects (QMagazine) to describe and promote the company and its services. Coordinating and managing a staff of four, together with partners (media and advertising agencies).



Marketing & Communication Manager - HOEM - Home Emilia/paisley43122 project - Parma, November 2017/ to today

A multidisciplinary advertising/PR project involving fashion, design and visual communication for a new online concept store for designers and independent artisans of the Emilia Romagna region.



Temporary Communication Project Manager – Cantabria Labs Difa Cooper Italia SpA, Skincare cosmetics company - Varese, June 2017/December 2017

Off-line communication project leader for the "Difa Cooper Amenities Kit", an innovative programme in the wellness/beauty industry; includes scouting and research into leading players in the tourism business on behalf of the sales division.



Communication Marketing & PR Manager/Executive Editor - Adamis Group Italia Srl, Services and staff provider in-store promotions for perfumery and pharmaceuticals/Editor - Rome/Milan, 2008/2018

Creating, managing and overseeing special indoor/outdoor one-off projects, (Living Adamis/Newsletter) on- and off-line (Media/Social Media) describing and promoting the company and its services/publishing projects (EthosOn, La Beautic Mag). Coordinating and managing internal/external staff of ten, media and advertising agencies (Cosmofarma, Media Place, Jeca Adv, Mecglobal) and big names in the beauty and fashion industries (L'Oréal, LVMH, Prada, Giorgio Armani).



Partner - MRCComunicazione, PR Consulting Agency - Rome/Milan/Taormina/Dresden/Delhi/Jakarta, 2002/2012

Head of communication: managing and overseeing on- and off-line media plans for clients in the lifestyle, tourism, fashion and IT industries. Online info projects included: Incredible India and Indonesia – Wonderful Destination.

CONDÉ NAST ITALIA

Contributor - Various publishers - Rome/Milan, 2001/2010

Working with top magazine titles in the lifestyle/interiors/travel sectors such as A.D., Vogue Italia, CasaMiaDecor, CasaNaturale, Casa&Stili, DentroCasa, Dove, HomeComfort, IoDonna, LaMiaCasa, YoDona, Must, QMag, Spazio Casa, Specchio Economico, Ville&Casali, 100agriturismi.

**Editor in chief - Edicom SpA, Publisher – Rome, 1999/2001**

Founding editorial director of the tourism trade monthly Geo Travel Italia. Team leader at the 1st and 2nd Conferences on “e-commerce in Tourism” held at the Hotel De Russie in Rome (November 2000) and at the Borsa Mediterranea Turismo in Naples (April 2001). Author of the travel guide “Mauritius, a garden on the waters” – Geo Travel Italia Edizioni, 1999.

**Communication Manager - Sitcom SpA, TV - Rome/Milan, 1997/1999**

Head of Communication & Institutional Relations, Marco Polo TV channel (now on digital terrestrial) from the start, managing the institutional tourism section (embassies, consulates, tourist organizations, airlines, tour operators, hotel & car rental chains, etc.): winning, setting up, managing and consolidating accounts with various boards for the promotion of tourist destinations.

**Contributor - Editoriale Travel Srl, Publisher - Rome/Milan, 1993/1997**

Editorial contributor to the tourist trade daily QT, seeing to reportage on travel, lifestyle, culture and architecture.

**Contributor - Ciuffa Editore Srl, Publisher – Rome, 1992/1996**

Editorial contributor to the monthly business review Specchio Economico, dealing with fashion, lifestyle, culture, architecture and travel. Worked with the graphics department on layouts and artwork.

**Image & Communication Manager - Odorisio SpA, indoor/outdoor furnishing accessories firm – Rome, 1990/2002**

Responsible company-wide for indoor/outdoor activities, dealing with our partners in the four show-rooms and with our selected architects and interior designers, coordinating the company’s presence at trade shows including Casaidea and MoaCasa.

- professional references available -

Education

University of Ferrara – Faculty of Economics and Business Management

Masters in “Impresa 4.0” – “Digital Marketing”, 2018

University of Rome “La Sapienza”

Graduated in Architecture under the old dispensation, specializing in two areas: History of Art and Interior Designers

Final thesis: experimental project for a goldsmiths’ school at the Palazzo Crivelli, Rome – 1984

Education (classical stream): High School Diploma from the Liceo “Giulio Cesare” – Rome, 1978

IT skills

Mac and Windows operating systems

Programs: office, applications, database, graphics, multimedia.

Soft skills

A highly capable communicator with decision-making, diagnostic and human relations skills acquired and consolidated throughout a professional career managing staff and budgets in a wide variety of corporate contexts.

Language

Mother tongue: italian

English: fluent reading, writing, and speaking

Portogues: fluent reading, writing, and speaking

Further details

EDGE – Member of the Excellence Diversity by GLBT Executives, Milan, since 2017

FERPI - Member of the Italian Public Relations Federation, Milan, since 2016

College of Journalists - Member of the Emilia Romagna College of Journalists & Publicists, Bologna, since 1999

Hobbies & interests

Cooking, painting, photography, art, reading, fashion.