

# Mauro Fanfoni Curriculum Vitae

#markcom #marketing #communication #digitalpr #creativity



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**Digital native, I deal with integrated MarkCom projects through an ideal connection between traditional communication and digital media, combining creativity with the main communication and marketing techniques.**

## Professional career



**Temporary Project Leader – ITALCAM** *Câmara de Comércio Italiana de São Paulo – Saò Paulo, 2024*  
Graphic restyling and editorial coordination of the Eurocamaras Yearbook 2024.



**MarkCom Project Leader – WeCommunication Ltda – Digital Media Company – Saò Paulo, 2021/2023**  
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.



**Digital Creative Communicator - Forme & Superfici Srl, Furnitures – Rome, 2021**  
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, 2020/2021**  
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, 2019/2020**  
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, 2019/020**  
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, 2018/2020**  
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, 2017/2020**  
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, 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 - MRComunicazione, 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.



**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 1<sup>st</sup> and 2<sup>nd</sup> 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”

**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

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

## 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.