

Federica Masera

PERSONAL

Date of birth: February 19 1972

In: Turin

Status: single

Driving license: B

REFERENCES

Address: Via Pietro Cossa 85 - 10146 Torino

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Website: www.federicamasera.it

EDUCATION

1997

Turin University, Italy

Arts degree received in 1997, with the mark of 106/110. Specific area of concentration: History of Theatre.

1992

Carlo Levi Institute, Turin, Italy

Accountancy Certificate

WORK EXPERIENCE

09/2006 - present Freelance, Turin, Italy

- ✓ Freelance journalist and copywriter;
- ✓ Vice President, PR, Communication and Organization Manager for [Garam Masala](#) Cultural Association.

09/2005 - 09/2006 Hoplo srl, Turin, Italy

Copywriter, Content Manager and creative consultant. Responsibilities included advertising (copy and creativity), brand development; web site design (content management, graphic user interface); and the supervision for the creation of marketing and advertising contents (print ads, banner ads, T-shirts).

Clients and projects:

- ✓ **Fondazione CRT:** institutional web site www.fondazionecrt.it, Clab community (www.clab.fondazionecrt.it), promotion site Alla scoperta di Torino (www.torino.fondazionecrt.it), communication and advertising for IX Paralympic Winter Games of Torino 2006 www.fondazionecrt.it/paralympics/it/index.html.
- ✓ **Pininfarina:** institutional web site www.pininfarina.it and Extra web site (<http://extra.pininfarina.it>).
- ✓ **Eurotravel:** new interactive and multimedia communications campaign (web TV, community).
- ✓ **Cortal Consors:** institutional web site (www.cortalconsors.it).

11/2003 - 09/2005 Freelance, Turin - Milan, Italy

Journalist specialized in new media and new technologies, editor in chief of the webzine

www.nomadvillage.it and freelance for:

- ✓ www.apogeeonline.com
- ✓ www.smau.it
- ✓ www.unonet.it

01/2002 - 10/2003 Integra srl., Turin, Italy

Communication and press office, Web Content Manager. Responsibilities included writing out and circulation of press releases; daily press review, campaign of communication, management of the institutional web site.

02/2000 - 12/2001 Display S.p.A., Turin - Milan, Italy

Web Product and Content Manager. Responsibilities included first italian shop comparison online www.costameno.it (content and product management, marketing management, business development).

09/1999 - 12/1999 National Cinema Museum, Turin, Italy

Communication and press office. Responsibilities included writing out and circulation of press releases; daily press review, campaign of communication.

08/1998 - 02/1999 CSI-Piemonte, Turin, Italy

Communication and press office. Responsibilities included writing out and circulation of press releases; daily press review, campaign of communication, cathering and conventions organization.

09/1992 - 09/1998 Freelance, Turin, Italy

Journalist specialized first in News and then in Arts.

Journals:

- ✓ “Il Corriere di Chieri”
- ✓ “Il Corriere di Rivoli, Collegno e Grugliasco”
- ✓ “Luna Nuova”

CERTIFICATIONS AND SPECIALISATIONS

1999 Course of Communication 1999 organized by the Industrial Union of Turin.

1995 Enrolled to the Order of the Journalists, Directory of the Publicists.

1994 - 1995 Drama Class with the “Anna Bolens” Company.

INFORMATIC SKILLS

Languages

- ✓ HTML;
- ✓ CSS;
- ✓ XML;
- ✓ Javascript.

Applications

- ✓ Internet: web browsers and mail tools, Instant Messenger;
- ✓ Microsoft Office: Word, Excel, Powerpoint, Publisher;
- ✓ Adobe: Photoshop, ImageReady, Acrobat Writer;
- ✓ Macromedia Dreamweaver and Fireworks.

Technology

- ✓ Databases integration;
- ✓ Content Management System;
- ✓ Content Relationship Management Tools
- ✓ Community Builder
- ✓ EMail Marketing Tools

FOREIGN LANGUAGES

- ✓ French: Proficient
- ✓ English: Proficient

HOBBIES

- ✓ Sports (capoeira, afro dance and snowboard)
- ✓ Travel
- ✓ Cinema and Theatre