

## Professional Experience

- April 2015 - now. **Lecturer: English Language, Tourism and Communication**  
@Bicocca University: teaching English language for Tourism and Economics, and English language and Communication to professors.  
@Milan University: teaching English language to bachelor students.  
@Civiche Scuole di Traduzione e Interpretariato Altiero Spinelli: teaching English language and communication to International Relations Master's students.
- July 2014 – June 2015. **Communication and web marketing** at *Un Anno all'Estero* (One Year Abroad), new branch of CESD srl., the biggest education group in Italy.
- August 2013 – May 2014.
  - **Consultant** – Development of a 4-year strategy plan for the Tourism Promotion Board of Santa Marta, Colombia (Fondo de Promoción Turística del Magdalena).
  - **Project Manager** – Writing and development of a new TV travel documentary project for the Colombian national broadcast. LucaPro and Freddy Ferhmann Productions
  - Communication and P.R. **International Cooperation and Development Project** with Fondazione Isola Sarda and Fundehumac, Santa Marta.
  - Freelance **translator**: From English and Spanish into Italian.
- December 2012 – June 2013. **Social Media and Community Manager** - Ideaware Co, Barranquilla (Colombia) - Dentsio, Miami (U.S.). Launch of a new professional iOS app on the North and South American market ([www.dentsio.com](http://www.dentsio.com)).
- April - June 2012. **Responsible for the implementation of a new website, the upgrading of the main website and the social networks strategy** for the launch of a new innovative, interactive museum on Venetian Age ([www.palazzodelpodesta.it](http://www.palazzodelpodesta.it)) - Fondazione Bergamo nella Storia.
- Since August 2011. **Research and cooperation on European Projects** (Leonardo, Interreg, ...) with a focus on cross-border cooperation projects and on the Programme of Cultural Routes of the Council of Europe in cooperation with the *Institut Européen des Itinéraires Culturels* and the Harvard Negotiation Project, Harvard University.
- May - July 2011. Employed at the **operations office of a tour operator** - Trinity ViaggiStudio, Milano.
- February 2010 – March 2011. **Executive Manager** of the European Route of Peace Association, a European cultural route. Tasks of **representation, communication, PR, definition and management of transnational projects**:
  - preparation and presentation of the dossier to the Orientation Committee of the Cultural Commission of the Council of Europe, in Strasbourg;
  - participation in conferences, forums and workshops for cultural tourism in Europe;

- contacts with political and institutional representatives, as well as scholars of international standing;
- management of partnerships with other associations, regions and municipalities;
- cooperation with the IEIC team at the definition of a pilot project for tourism in the Italian regions of Umbria and Marche.
- July – August 2009. **Intern** at the **European Institute of Cultural Routes** (IEIC), Luxembourg. **Research** on the regulation and the methodology of the IEIC. **Consultancy** for the design of a new European cultural itinerary.
- May – August 2008. **Researcher** at the University of Lugano. Project "Insubria Region. Strategies of development. Virtual Get There":
  - evaluation of the main tourism related activities and services in the region;
  - development of proposals and solutions for a successful communication.

## Education

- March 2017. **Cambridge English Language Assessment TKT 1 & 2** (Teaching Knowledge Test) – band 4 (the highest possible score)
- May 2015. **EU Funding – Focus on the Mediterranean**. Belgian-Italian Chamber of Commerce, Brussels.
- MOOCs on Coursera with certificate of achievement:
  - July – October 2014. **Social Psychology**, by Ph.D Scott Plous, Wesleyan University, among the 10 best students in a class of 100 thousands.
  - October – November 2014. **Understanding Media by Understanding Google** by Prof. Owen R. Youngman. Northwestern University.
  - August – October 2014. **Latin American Culture** by Ph.D Enrique Tamés, Tecnológico de Monterrey.
- October – November 2011. **Training course: Events Management** - Marfor, Milano.
- September 2007 - March 2010. **Master of Science in Economics and Communications, major in International Tourism**. University of Lugano.  
 Final dissertation: *On the Footsteps of Don Quixote. The Council of Europe and the Cultural Routes: the Case-Study of La Mancha*. ([www.library.lu.usi.ch](http://www.library.lu.usi.ch)) Magna cum Laude
- September – October 2009. **Venture Plan, a fast track for Start-ups**. Development of a business plan for a Start-up. SUPSI, Scuola Universitaria Professionale; USI; Centro Promozione Start-Up, Lugano (CH).
- October 2003 - April 2007. **Degree in Communication Sciences**, Liberal Arts Faculty, University of Milan. Final dissertation: *French Polynesia: a Journey through Collective Imagination and Tourism*.  
 110/110 with honors (Summa cum Laude, First-class honors)
- 2003. **Maturità classica** - Liceo Alessandro Manzoni, Milano.
- 2002. **Diploma of American High School** – Wasatch High School, Heber City, Utah, U.S.

## Languages

**Italian:** mother tongue – advanced linguistic, semiotics and semiology studies

**English:** excellent (understanding - spoken – written: European level C2 - Advanced User)

**Spanish:** excellent (understanding - spoken – written: European level C2 - Advanced User)

**Brazilian Portuguese:** oral and written understanding

**French:** scholastic knowledge

## Interests

Always a passionate traveler, throughout my life experiences and more so in the many years living abroad, I have discovered and developed several interests, the file rouge being successful communication.

In *Sei Personaggi in Cerca di Autore*, Pirandello said, “*Abbiamo tutti dentro un mondo di cose: ciascuno un suo mondo di cose! E come possiamo intenderci, signore, se nelle parole ch'io dico metto il senso e il valore delle cose come sono dentro di me; mentre chi le ascolta, inevitabilmente le assume col senso e col valore che hanno per sé, del mondo com'egli l'ha dentro? Crediamo di intenderci; non ci intendiamo mai!*”

My personal and professional growth has always been connected to the quest for an answer to this issue, which has lead me to take an interest in a variety of topics and disciplines, such as cultural studies, anthropology, psychology and social psychology, responsible tourism, the dichotomy of peace and tourism, and lately education. Thanks to the exciting opportunities given by my relatively new teaching career at university, I have started studying different approaches to education and putting them into practice with the development of specific projects – e.g., the LCW Campaign (Instagram: #lcwcampaign – FB page: I Like A confident Woman).