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## |CONTACTS| **Francesca Barone,**

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### |WORK EXPERIENCE|

September 2014 | present

**Universal Music Publishing Group, Milan**

*Licensing Manager | sales & marketing*

Music consultant, sync and licensing manager of publishing and master repertoires of Universal Music Group for all range of advertising and communication projects. Working closely with professionals of the creative industry: adv agencies, audio and video production and post-production companies, TV and Radio networks, brands.  
Digital rights and music rights specialist, new business development.

September 2010 | June 2014

**Sony/ATV Music Publishing, Milan**

*Synch, Creative Coordinator | sales & marketing*

Music consultancy and licensing for Sony/ATV Music Publishing and Emi Music Publishing repertoires for all range of advertising and communication projects

*Creative Coordinator | A&R*

Scouting and song plugging, direct relationship with artists, writers and music producers

*Production Music Licensing Manager | sales & marketing*

Setting up and administrating the new Production Music department of Sony/ATV Music Publishing whilst managing and promoting the Extreme Music catalogue in Italy ([www.extrememusic.com](http://www.extrememusic.com))

June - July 2010

**Marketing and Business Consultant, Milan**

Management, marketing and communication consultant for NAM Milano  
Marketing consultant for *WebDueZero*

May 2008 | February 2010

**EMI Music Publishing Italy, Milan**

*Production Music Consultant | sales & marketing*

Music consultancy, negotiation and licensing for commercials radio-internet-TV and special projects, marketing, marketing analyst, reporting, back office

### |LECTURING|

March 2019 | Present

**Università Cattolica, Sky – ALMED:** “Ideazione e produzione audiovisiva, cinematografica e per i media digitali” | **Università Cattolica AFMEL:** “Corso di Alta Formazione in Music and Entertainment Law” | **NAM:** “Seminario Music Business”

## |MUSIC PROJECTS|

### **Producer**

*Sky TG24* main theme song pack renewal – SonyATV / Sky Olympic Games  
2012 *theme song* – SonyATV / *Re-arranged covers project* – SonyATV |  
*Universal Music* / *Countrrolley*, *music jingle for Carrefour* - EMI Music  
*Publishing*

## |ACTIVISM|

June 2021 | **present**

**Equally, Milan** | Co-founder at [equally.it](http://equally.it), the first Italian community of women and gender minorities in the Italian music business

2019 | **present**

**STEAMiamoci** – Assolombarda, Milan | Board member

**Shesaid.so**, Global | member

## |EDUCATION|

February 2018

**Digital Marketing Training Certification | Google**

March 2010 | September 2010

**London School of Marketing, London**

*Chartered Institute of Marketing | CIM Professional Diploma in Marketing*

May 2008

**Luigi Bocconi University, Milan**

Undergraduate Degree in “Economics and Management of Arts, Culture and Communication”

July 2004

**High School | Liceo Classico Giosuè Carducci, Milan**

A-Level Diploma in Classical and Literature subjects

## |LANGUAGES|

**Italian** | Mother tongue

**English** | Fluent: First Certificate in English, March 2007 | IELTS, December 2009. Living in London since February 2010 to September 2010

**Spanish** | Beginner

## |E-SKILLS|

Good knowledge of MacOS (Logic Pro X, Garageband) and Windows (Office). Diploma *ECDL (European Computer Driving Licence)*

## |INTERESTS|

### **Music**

Classical piano (also studied at “Conservatorio G. Verdi”, Milan), jazz piano, pop and jazz singing techniques studies. Songwriter, composer, released two original albums as singer-songwriter under the name of *Franca Barone*

### **Not only music**

Activism for gender equality, travels, cooking, sports, philosophy, politics, sociology, cinema, TV