

GIORGIA SALERNO

2020 - 21 **A&R MANAGER, TALENT SCOUT BELIEVE MUSIC ITALIA**

Scouting of artists and labels online and offline • Developing creativity of specific projects including strategies and goals • Creating, maintaining and maximizing relationships with managers, artists, labels and digital stores • Spreadsheets analysis for budget and royalties advances • Create strategic approach to new business • Monitor activities of competitors • Attending events for scouting and PR

2017 - 21 **FOUNDER & DIGITAL PR FUTURA 1993 (30 PARTNER MAGAZINES)**

Creation of creative contents and exclusive format • Topic research, fact-checking, editing articles • Creative writing for radio programs and editorial formats • Creating, maintaining and maximizing relationships with artists, labels and managements • Development of creative proposals for branded content projects • Managing and collaborating with production team for content creation • Creative writing for music videos and trailer

2019 - 20 **DIGITAL PR & PROMOTION MANAGER OLTRE FESTIVAL, BOLOGNA**

PROMOTION MANAGER & DIGITAL PR JUST ENTERTAINMENT, AFI ITALIA

Coordinating all public relations activities • Press review activities, both digital and paper version • Assistance and PR activities during events • press releases and feature ideas • Monitor media coverage • Prepare evaluation reports • Developing a marketing communications plan including strategies and goals • Manage social media team

2018 - 19 **AUTHOR AND MUSIC EDITOR NSS MAGAZINE, WU MAGAZINE, ROCKIT.IT**

RADIO SPEAKER & DIGITAL PR RADIO CITTA' FUJIKO, BOLOGNA

2016 - 18 **DIGITAL PR AND SOCIAL MEDIA SPECIALIST BIOGRAFILM FESTIVAL - 24BOTTLES - OLTRE FESTIVAL**

Copywriting for social media and digital contents • selecting talents in target with the mission or event • management of PR and relationships with internal and external teams • Support the execution of brand events • Support the budget management of PR/MEDIA-related activities • Develop social media and communication strategy and set goals to increase brand awareness and engagement

2016 - 17 **EVENT PRODUCTION ASSISTANT & DIGITAL PR COVO CLUB, BOLOGNA**

- Translate the creative environment into data and vice versa
- Liaise with artists, managers, bookers, press
- Analyze seasonal music and fashion trends for club events
- Plan and implement awareness and contents for the media partner of the club

Education

BA IN ARTS AND CULTURAL HERITAGE

Alma Mater Studiorum, University of Bologna – Visual Arts

Graduate thesis on
***Digital PR and
Communication between
fashion brands and music
business: analysis of
Gucci - Baustelle case***

with the contribution of
Gaia Trussardi, Alessia
Glaviano (Vogue Italia),
Gibilterra Management,
Undamento and Coez

DIPLOMA IN FRENCH AND ITALIAN LANGUAGE (ESABAC)

Liceo Ginnasio Luigi Galvani
of Bologna

Languages

ITALIAN mother tongue

ENGLISH C1

FRENCH C2

SPANISH B1