



# MYRIAM CARATÙ

## MARKETING COMMUNICATIONS MANAGER

email: [myriamcaratù@gmail.com](mailto:myriamcaratù@gmail.com)

**Results-driven and internationally award-winning marcom professional**, with proven success in corporate marketing and internal communications for multimillion-dollar companies across diverse industries and different countries around the world. **More than 3 years of experience. Eclectic and innovative leader** of creative teams and digital communications departments, characterized as a **brand awareness' growth catalyst** and an **innovative and reliable manager**. Available for relocation. References, Portfolio and publications list upon request. **Professional strengths and abilities** include:

- + Press Office
- + Event Marketing
- + ADV Campaigns
- + Digital Marketing
- + PR and Media Relations
- + Partnership Marketing
- + Corporate Communications
- + Product Positioning & Branding
- + Market Research & Analysis
- + Online Content Development
- + Media Planning & Scheduling
- + SEO & SEM

### PROFESSIONAL EXPERIENCE

**New York City Regional Innovation Network- Education & entrepreneurship – Start-ups Incubator; B2G; New York, USA** 05/2018 – 08/2018

#### MARKETING MANAGER

The NYCRIN is a network of 25 leading US universities that provide state-of the art innovation research and training services aimed at interconnecting regional academic technologists who have a start-up idea with entrepreneurial and business partners. As a marketing manager, my task is to enhance the brand awareness of the network by scouting new institutional partnerships and funding opportunities, as well as keeping the reputation high on the offline and online environment.

**BrainSigns – (Neuro)Marketing Audits, B2B; Rome, Italy** 06/2016 – 04/2018 (1y 9m)

#### MARKETING AND COMMUNICATION CONSULTANT

In-House Consultant directly reporting to the CFO and managing marketing and communications functions: website content management, PR & media relations, publication of +10 scientific articles focused on the R&D achievements, internal and external reports on the latest audits, SEO & SEM, tradeshow marketing (organization of the conference “Certamente-Neuromarketing Days” first and only Italian congress in the field -2016 and 2017 editions).

Key Achievements:

- development of a new company’s website subdomain (reach: +15% in the last 2 months)
- attendees and international speakers’ participation rate to Certamente 2017: +35% (YoY)
- social media campaign for Certamente 2016 and 2017: hashtag monitoring showed +3.6K% mentions and a +2.4K% of engagement (YoY).

**Telecom Italia Sparkle –TelCo, B2B; Rome, Italy** 05/2015 - 11/2015 (6 months)

#### INSTITUTIONAL AND EXTERNAL COMMUNICATION

Intern, directly reporting to the Head of Communication and managing Internal Communication & International Events, in particular: sponsorships, ADV campaigns, press releases (written in English), Intranet site (platform: Sharepoint), re-branding (ongoing), Customer Relationship Management.

Key Achievements:

- opened up the external communication, for the first time in TI Sparkle’s history, to the B2C field, by co-marketing with the GNAM (National Gallery of Modern Art, Rome). ROMI: +5% prospect customers by networking and PR.
- enrolled and launched Sparkle’s first Digital e-commerce B2B platform (Creative Agency partner: Klein&Russo).
- successfully launched the new product “SparkleUp” (for IOS, Android and PC): a White Label Solution enabling customers to offer their own OTT-like communication App comprehensive of voice, text & video between GSM/PSTN and IP networks. ROMI: expanded client base by 10% in 6 months.

**Miren s.r.l., Beauty Contest and TV show; B2C Rome, Italy** 11/2011 – 11/2012 (1 year)

#### DIGITAL MARKETING AND CONTENT MANAGER

Directly reporting to the General Manager. Head of the new-born Digital Marketing division, coordinating a 4-member team for the content development of the Youtube Channel “Miss Italia Channel”, and managed as well the following functions: social media manager and creative/digital content creator, video editor and reporter, journalist and event manager. Handled **strategic media planning** for the company. Key Achievements:- design of the company’s new website and re-shaping of the company’s social network accounts (Digital Agency partner: Evolution People).

- generated social network campaigns with a response-rates around 25% (YoY followers’ base growth).
- conceived new web formats for Miss Italia Channel and RAI (e.g. the award-winning docu-film “Enzo Mirigliani”)

## Other Positions:

03/2015 – 05/2015 **FOX International Channels–National Geographic Channel** – London, UK – **Branded Content Manager (Internship)**. Media Sales and Brand Partnerships. Branded Content and Advertising (creation and management). Content management, scheduling, airtimes sales, media trafficking  
02/2014 – 05/2014: **Demola** - Tampere, Finland - **Digital Project Manager of “CommuniTV”**. Development of an open source -based streaming channel for people living in an area of Tampere). Project partner: Yle Finnish Broadcaster.

## **Recent Awards**

- Best Marketing Campaign of the Year - 2015 (*Capacity Awards - Global Carrier*, Telecom Italia Sparkle’s ‘Global Solutions for You’)
- Rome Film Fest special mention (to the docu-film ‘Enzo Mirigliani’, produced by Miren as part of its 2012’s marcom campaign).
- Personal Award from the *Alumni Association- district of “Cavalieri del Lavoro”*

## **EDUCATION**

**2015-2018 P.h.D. in Mediatrends - Communication, Research, Innovation**

Rome – Sapienza University of Rome – Department of Communication & Social Research.

**2013-2015 Masters’ Degree in Marketing and Communication for Business – Top Grade (110 cum laude)**

Rome – Sapienza University of Rome – Department of Communication & Social Research.

**2009-2011 LUISS Writing School for Cinema and Television - Master of Fine Arts in Media Entertainment**

Rome – LUISS Guido Carli – LUISS Creative Business Centre.

**2006-2009 Bachelor in Italian Literature – Grade: 108/110**

Rome – Sapienza University of Rome – Faculty of Literature and Philosophy

International Study Experience:

**2014-’15: Visiting Academic (with grant)** at Manchester University, England.

**2013-’14: Erasmus Exchange (with grant)** at Tampereen Yliopisto - University of Tampere, Finland.

**2013: Summer Institute in Film Production** at UCLA - University of California, Los Angeles.

## **SKILLS AND COMPETENCES**

**Languages.** Mother tongue ITALIAN; ENGLISH: Fluent (Certified by TOEFL and GRE); SPANISH and FRENCH: Intermediate; FINNISH: Basic

**IT.** IT skills certified by AICA’s **ECDL Standard Certificate**. Excellent knowledge of: **Mac OS X**, in particular of video-editing software (Final Cut Pro, Avid Media Composer, Adobe After Effects) **Microsoft XP and Vista**. Good knowledge of: Quark–Express, In-Design, Photoshop, .html and C# languages, Sharepoint, Wordpress, IWeb, statistical softwares for data analysis and market research (e.g. SPSS, Sspad, T-Lab, R), Google Analytics, Adwords, Adsense,

**Personal Skills.** Ambitious, enthusiastic and stimulating person with a “can do” attitude. Constantly relating to different persons and experiences, as well as new and challenging situations. Working as a team, though acting as a leader when needed. Developed an International profile via working in different countries, strengthening work ethic, as well as passion for working.

**Other competences.** Research Activity (**2016-2017: Research Fellow** at the Department of Molecular Medicine of Sapienza University within the **Horizon2020’s** project **SmokeFreeBrain**).

Organization of Congresses and Conferences (e.g. *TIM Mind on Air 2016, Premio Marketing 2016 and ‘17, 13th SIM Conference*).

International Contests (**2016-’18: Communication** for **‘ReStart\_4Smart’** project running at **‘Solar Decathlon ME 2018’**).

Teaching experience (**2015-’17: Teaching Assistant** of Prof. Alberto Mattiacci, [www.albertomattiacci.it](http://www.albertomattiacci.it)).

**Formative Courses.** ‘Charting and graphing tools’, ‘Focus group on line’, ‘Data Matrix project and analysis planning’, ‘Life Course Research & Sequence Analysis’, ‘Social network analysis’, ‘Mediascript’, ‘Advanced Methodology for Social Research’, ‘Innovative Communication Strategies for Digital Skills’.

## **HOBBIES & OTHER INFORMATION**

Videomaking and Screenwriting (portfolio upon request). Study of the piano for six years, of the violin and the guitar for two years. Member of the acting company “Teatro Stabile Città di Manfredonia” from 2002 to 2005. Member of: SIM (Italian Marketing Association), SIMA (Italian Association of Management), EMAC (European Marketing Academy), AMA (American Marketing Association), NMSBA (Neuromarketing Science & Business Association), 100Autori, FUIS (Federation of Italian Writers). Volunteering activities with CARITAS, AGESCI (Scouts) and AIM (Interethnic Association Migrants). Reading and writing poetry and fiction, watching movies and TV series, travelling.

**2009 Journalist Diploma** awarded by ODG (National Association of Italian Journalist) on 11/05/2009.

**2013 Screenwriter Professional** registered at SIAE (Society of Italian Authors and Editors) on March 2013

**2015** Elected member of the **WGI (Writers’ Guild of Italy) directive board**

**2012-2013** I have joined the Italian National Civil Service. During this period, I have worked as a **Press Officer** at **JobSOUL** (Job Placement and Career Counselling Office of Sapienza University of Rome).