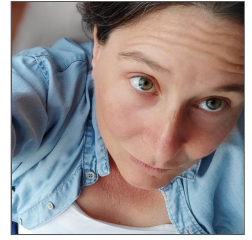


# Rossella Rosciano

## Ceo and Public Relations Manager @MiRò Comunicazione

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[mirocomunicazione.com](https://mirocomunicazione.com)



**My story:** I began my career as a freelance editor, working for magazines, newspapers, and publishers. Later on, I gained experience as an Account and Product Manager at a communication agency in Milan, where I was responsible for internal public relations of various companies. For five years, I used to work for art exhibition companies traveling around the world. In 2012, I decided to establish my agency with a partner. We founded a local agency with international experience.

**My core competencies** are strategy and consultancy, public relations, and stakeholder management.

**Specialties:** I have expertise in executing innovative communication projects that involve market exploration to gather and refine creative marketing ideas. My team coordinates project and operation managers to ensure seamless execution. Additionally, we analyze these activities' strategic assets and incorporate them coherently into strategies and pitches.

### Core Competencies

- Public relations and out-of-the-box ideas
- Innovative communication projects and non-traditional ones
- Develop a marketing communications plan including strategy, goals, budget, and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast, and online media
- Coordinate all public relations activities
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Managed the public relations department budget
- Engage in dialogue and interact with internal business leaders, executives, and the broader constituents affected by a company's product and policies.
- Evaluate opportunities for partnerships.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

### Professional Experience

#### Adjunct Professor

2022 - present

University of Pavia

During the academic year of 2022/23, I worked as an adjunct professor at the University of Pavia. My collaboration was with the faculty of Political Science, and I held a contract for teaching "Negotiation Techniques". Additionally, I was responsible for conducting the seminar "Workshop of Communication Professions".

#### Board Member

2019 - present

GWPR | Global Women in Public Relations

GWPR stands for Global Women in Public Relations, a women's association dedicated to mentorship, counseling, and addressing issues such as the gender pay gap and gender inequality. The association is aimed at women in upper management and focuses on fields such as public affairs, public relations, advocacy, and communication. To learn more, please visit <https://www.gwpr.it/>. I'm in the board since the foundation of the Italian Chapter

#### CEO & Public Relations Manager

2011 - present

MiRò Comunicazione

During my ten years of working in online and offline public relations and communications consultancy for MiRò, I have had the pleasure of supporting various Italian and international clients, including:

Philip Morris International, Nomad Food, Seat/Cupra, Ducati, Ineos, Skira, Electa Mondadori, Suzuki Automotive, Urbnx, Unicredit Bank, Ferragamo, Fondazione Fontana, Il Giornale, Politecnico di Milano, 20th Century Fox, Provincia di Milano, Comune di Abbiategrasso, Ministero dello Sviluppo Economico, Ministero delle Politiche Agricole, Sunstar, Cambium Networks.

#### Public Relations Manager (consultant)

2010 - 2013

Retailprogress

Retailprogress is a global company that specializes in retail real estate and caters to the needs of investors. The company is engaged in the development, management, and investment of sustainable retail assets. It offers investment, development, and property management services to clients across various regions, including Europe. The company is committed to creating shared value for both its business and society. **As a PR manager, I was closely associated with Retailprogress and Design Outlet Italian, which were interconnected.**

- Reporting to: CEO and General Manager
- Identify main client groups and audiences and determine the best way to communicate to them
- Manage communications budgets
- Assign, supervise and review the activities of public relations staff (and local agencies)
- Managing pr and communications budget
- Establish and maintain effective working relationships with local officials, media representatives and other religious entities
- Develop public relations / marketing plans, press materials, marketing publications, program brochures, fliers, presentations, fact sheets, talking points, and public statements, driving initiatives
- Manage media during crisis and emergency situations
- Facilitate social media

### Info

- 2 years as an adjunct professor at the University
- 4 years as a GWPR board member
- 10 years in workforce in MiRò Comunicazione
- 20 years in communications
- 10 years in public relations
- 5 years in publishing (as editor and managing editor)
- MA in Communication
- BA in Philosophy

### Community Involvement

- Organizations:** GWPR, Global Women In Public Relations (board member) [www.gwpr.it](http://www.gwpr.it)
- PR and Communication Organizations** UNA and PR Hub <https://unacom.it/>

### Teaching Experience 2023-24

- Negotiation Techniques @ the University of Pavia
- Communication @ the University of Pavia
- Public Relations, Master's Degree in Communication @ Polihub, Milan
- Communication and Lobbying in Healthcare, Master's Degree in "Patient Engagement and Advocacy" @ the University of Pavia
- Crisis Management @Uniacque Bergamo
- Crisis Management @C&G Capital

### References

- Daniela Ranalli**, Brand Manager Philip Morris Italia. We are currently working on combustible and non-combustible products.
- Lisa Frezza**, Marketing Manager EMEA, Cambium Networks. <https://www.cambiumnetworks.com/>
- Sozig Pinson**, Intercompany Development Manager - Europe and Africa, in 2Ride Company

### Skills

#### Key skills

Relationship building  
Customer and staff relation  
Project management  
Budget management  
Team leadership  
Excellent verbal and written communication skills  
Excellent organizational and planning skills  
Have a complete understanding of media needs and media relationships  
Be proactive, reliable, and responsible  
Sharp attention to detail  
The ability to keep the information confidential  
Ability to work in high-stress environments, often for long hours  
A wide degree of creativity and latitude  
Self-motivated with a positive and professional approach to management  
In-depth knowledge of the art world and graphic design

#### Languages

English: Professional working proficiency  
Italian: Native or Bilingual proficiency

## Public Relations Manager (consultant)

2010 - 2013

### Design Outlet Italiano

Design Outlet Italiano develops, sells, and manages large retail properties and office centers like Shopping Malls, Factory Outlets, Retail Parks, City Style Centers, Multipurpose Facilities or Business Centers.

- Reporting to: CEO and General Manager
- Develops and implements a comprehensive strategic public relations plan for the general community in conjunction with agency goals and objectives.
- Writes press releases, speeches, stories, copy and articles
- Develops, manages, and implements a comprehensive social media strategy
- Develops, manages, and implements a comprehensive communication plan to the community, including but not limited to: the annual report, event materials, office materials
- Managing communications budget
- Supervises the production of video material and distribution

## Public Relations, Event and Sponsorship Manager (consultant)

2010 - 2011

### Moto Dealer News Expo

I have been tasked with managing the external public relations for the first-ever B2B Italian exhibition dedicated to cars and motorcycle dealers.

- Reporting to: CEO and General Manager
- Developed interactive surveys for attendees and vital stakeholders to take during the event as well as post-event
- Managing event timeline.
- Coordinated event schedule and floor plan.
- Solicited speakers for event
- Represented the Summit as a spokesperson for all media inquiries.

## Event and Public Relations Account (freelance)

2010 - 2010

### GM&Partners

Event manager for GM&Partners (public affairs agency).

- Reporting to: General Manager
- Responsible for the message development and strategic communications for the Food and Environment business sectors.
- Write press releases, op-eds, and articles that highlight Waters' products
- Update and maintain RICE's presence on social media sites.
- Compose briefings and talking points for the company's senior leadership.
- Foster relationships with journalists throughout the world to promote the RICE brand.
- Develop corporate communications materials, including annual reports, blogs, and newsletters.

## Managing Editor (freelance)

2006 - 2009

### Skira

Skira Editore is a publishing house founded in 1928 by Swiss publisher Albert Skira. During the 1930s-40's, the house became a leading publisher for the arts, mainly through the activities of its Paris office. Today Skira Editore is based in Milan, Italy, with two other essential offices in New York City (USA) and Paris (France).

- Reporting to: Editor-in-Chief
- Write and supervise all catalogs about modern and contemporary art.
- Most important job done: HOPPER

## Managing Editor (freelance)

2006 - 2009

### Mondadori Electa

Mondadori Electa is a subsidiary of the Mondadori Group that publishes many books. Their collection covers art, fiction, children's books, and illustrated books on various topics such as reportage, fashion, design, music, cinema, and cooking. They also offer tour guides.

- Reporting to: Editor in Chief
- Responsible for product development, packaging design, in-store merchandising, catalog, sales sheets, and other collateral for art materials product line
- Very focused on design and contemporary art

## Resident Managing Editor

2005 - 2008

### Stile Italiano Cultura nel Mondo

Stile Italiano was one of the most important magazine about Italian way of life and luxury

- Reporting to: Editor in Chief

## Product Manager

2001 - 2008

### International Multimedia Titles

International Agency based in Milan, very focused on art and editorial staff

- Reporting to: CEO and Strategic planner
- Plan and implement public relations strategies for many Clients and their product lines; function as company spokesperson
- Manage advertising plan for professional art materials product line
- Responsible for product development, packaging design, in-store merchandising, catalog, sales sheets, and other collateral for art materials product line
- I specialize in managing national art and craft shows, as well as education-based conventions.
- Additionally, I oversee the Creative Academy Workshop Program, collaborating with artists to promote art materials on a national level. As part of this role, I also supervise an intern to coordinate the program.

## Publications

- "Evidence-based data mining: combining background knowledge and clinical data in medical prognosis" - May 1, 2003 publication description "MIE2003" - St Malo (France, May 2003)
- Grazie America. Personaggi&Eventi - art catalogue, Nov, 2004
- Many art catalogs and books, in particular for the Hermitage Museum, Palazzo Reale in Milan, Fondazione Ugo Mulas, Pinacoteca di Brera, Skira and Electa Mondadori (more than 120 titles)

## Contributor freelance

Contributor freelance for magazines and newspapers (till today). In particular:

- Il Giornale
- Libero Quotidiano
- L'Informatore Vigevanese
- MDN (Moto Dealer News | B2B magazine)
- L'Espresso
- SWIF (Journal of Philosophy)

## Earlier experiences

2005 Italian / American Commerce and Trade of New England

2003-2005 Managing Editor Assistant at Moto HP

1999-2001 Event Coordinator. I have experience organizing conferences. This includes taking care of the venue, catering, and travel arrangements. I have also managed the logistics of trade shows with thousands of participants.

## Activities & Hobbies

- **St. James Pilgrimage** - Camino de Santiago; 600-mile walk.
- **Teacher** - In Politecnico of Milan, ADICO (Italian Association of Marketing Managers), and at IED (European Design Institute)
- Women, gender equality, and all about sustainability
- I lived in Boston (USA) and St. Andrews (Scotland) for almost a year each
- I used to travel a lot for working, moving every 6 months, I used to be
- One "gap" year from Sept 1995 to Sept 1996
- I'm very fond of traveling. I visited the Middle East, Asia, the USA, Mexico, and South America. Last but not least, most of the European countries
- Sailing and trekking

## Technological Proficiencies

- Microsoft Office Suite
- IOS/Mac/Apple Suite
- Adobe Suite
- Sun/Solaris Suite
- Linux

2012 | Highly Specialized Course in Marketing, Social Media and Crisis Management

Europa Cube. Innovation Business School Milan

Master of Art in marketing and social media

2005 | Highly Specialized Course in English

NESE School in Boston

High specialized course in American/English. TOEFL score: 550

2002 | MA in Multimedia Communication of Cultural Heritage

Politecnico, Milan

Course in multimedia and online communication

1996-2001 | BA (Hons) in Philosophy (laurea | 4 years)

University of Pavia

Logical-Epistemological branch. "The Inductive Logic Programming (ILP) as assistance in medical decision". Majors: logic, ai, philosophy of science, epistemology

2000 | Advanced Graduate Level Course

University of Pavia

Advanced course in informatics

1990-1995 | Liceo Scientifico

Secondary / High School "B. Cairoli" Vigevano

Secondary school specializing in classical and scientific subjects. Majors: italian, math, latin, philosophy, history

## Privacy

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*In compliance with the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance to art. 7 of the above mentioned decree.*



