

PERSONAL INFORMATION

Valentina Zoccali

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 www.scom.eu

 Skype valentinazoc

Sex Female | Date of birth 06/12/1986 | Nationality Italian

POSITION

Secretary General of S-com

WORK EXPERIENCE

01/07/2013–Present

Secretary general and Administrator

Sustainable Communication aisbl
Avenue Milcamps, 8, 1030 Brussels
(Belgium) www.scom.eu

- Administrative management
- Communication and dissemination of European Project results
- Consulting on European projects and policies.
- European project management
- Political and institutional relation activities
- Press office, editing of press releases
- Websites and social media management
- Advocacy

Managed projects:

MEDSPRING - *Mediterranean Science, Policy, Research & Innovation Gateway* - coordination and support action (FP7 - INCO.2012-1.3/ Mediterranean Partner Countries).
www.agora.medspring.eu/

MERID - *Middle East Research and Innovation Dialogue* – coordination and support action funded by the EU framework programme for research and innovation (R&I) **Horizon 2020** (H2020 – INT-INCO-2014 – INT-02-2014). www.meridproject.eu/

XF-ACTORS - Project funded by H2020 programme – SFS-09-2016, XF-ACTORS, grant agreement 727987 www.xfactorsproject.eu/

UP&UP - Project funded by ERASMUS+ - grant agreement 2019-1-IT01-KA202-007795

WISE4ALL Campaign - Women for Innovative Society in Europe. WISE4ALL is a joint action for innovation, a participatory process that brings out ideas, suggestions and best practices towards a new cultural and social model, to contribute to the creation of a just and inclusive society.

- Design of idea
- Creation of the network
- Community building
- Elaboration of policy recommendations
- Public hearing and public presentations
- Contents management
- Communication activities
- Organisation of events

<http://www.scom.eu/wise4all-news-2017/>

01/09/2014–31/12/2018 **Consultant**

ID Consulting sprl
Avenue Milcamps, 8, 1030 Brussels
(Belgium) www.idconsulting.be

- European projects, policies consulting and advocacy activities for E.R.-AMIAT cluster (www.eramiat.eu)
- Fowarim project, Coordination and Support Action financed by European Commission Horizon 2020 H2020 – TWINN-2015 Grant n° 692162 - Management of communication activities (www.fowarim.eu)
- Internal Communication activities
- Advocacy

Business or sector Consulting

01/01/2008–31/12/2012 **Project manager**

Jack Blutharsky srl
via Nazario Sauro, 24, 40120 Bologna (Italy)
www.jbgroup.com

- Analysis and budget management
- Coordination of communication activities, analysis of the results
- Management reports, briefings and coordination interlocutors internal/external
- National and European Projects
- Websites and social media management
- Ghostwriter

PROJECTS:

"C'è +Busto" Campaign: strategic and participated action plan <https://www.varesenews.it/2008/05/c-e-busto-cercasi-giovani-per-intervistare-la-citta/216668/>

"Arcolatino: sustainable plan"

Business or sector Communication and Advertising

EDUCATION AND TRAINING

01/04/2013–01/07/2013 **Erasmus for young entrepreneurs**

European Commission, Brussels (Belgium)
Training in Sustainable Communication aisbl

01/01/2011–31/12/2011 **Master on Social Media Marketing**
 LEN Learning Education Network
 Via Golfo dei Poeti, 1/a, 43126 Parma (Italy)
<http://lenformazione.it>

- Blogging
- Creation and development of websites
- Social listening
- Social reputation
- Creative writing
- SEO
- Community management
- Data management

27/09/2006–30/03/2010 **Bachelor in Drama, Art and Music Studies**
 Alma Mater Studiorum, University of Bologna, Bologna (Italy)

- Communication and cultural management
- Computer Science for Human Sciences
- History of Art
- Mass communication
- Aesthetics
- Economics and policies for cultural sector

EQF level 8

PERSONAL SKILLS

Mother tongue(s) Italian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
French	C2	C2	C2	C2	C2
English	C1	C1	C1	C1	C1
Spanish	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Communication skills

- Good communication and relational skills acquired through the contacts with clients, collaborators, students and public institutions, having regard to institutional correspondence tasks too.
- Adaptability to multicultural environments
- Good team player

Organisational / managerial skills

- leadership
- good organisational and management task

- Job-related skills**
- management and organisational skills
 - communication and dissemination
 - public relations
 - organisation of events, trainings and workshop
 - logistic of venues

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Independent user	Proficient user	Proficient user	Independent user	Independent user

Digital skills - Self-assessment grid

- Good command of Ms Office suite tools (word, excell, powerpoint, outlook, access)
- Good command of Adobe creative suite (acrobat, photoshop, illustrator, Indesign, after effects)
- Good command of Wordpress and CSM
- Good command of photo editing and video software
- Network management

Driving licence B

ADDITIONAL INFORMATION

Conferences

- Open your mind event, 14th November 2019, Eu Parliament Brussels
- Cyberbullying and women: webinar for Fundación Scholas Occurrentes - 21st June 2019
- The Social Dimension of Europe: lesson for Social Change School (Madrid) - 10th May 2019, Brussels
- RECLAME: an event on Creative Communication - 28th September 2018, Florence
- Round Table organised by the European Group on Ethics in Science and New Technologies (EGE) - 5th February 2018, Brussels
- WISE4All Public presentation, 26th September 2017, EU Parliament Brussels
- The Communication of Science, Summer School of Fowarim Project, 4th –7th of September 2017, Malta
- 24th ENCATEC Annual Conference - "Cultural Management Education in Risk Societies - Towards a Paradigm and Policy Shift" 5-7 October 2016, Valencia

