

ROSSELLA FLOREAN



Dati Personali

Nascita: Torino, 16 febbraio 1971

Residenza: Via G. Oberdan 1, 21029 Vittorio Veneto (TV), Italia

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Disponibilità a traferte e lavoro fuori sede: si

Esperienze Lavorative

2024 Comitato Progetti Sociali ETS
Organizzazione eventi e Fundraising

2023 Sos Telefono Azzurro Onlus (www.telefonoazzurro.it)
Coordinatore Centro Territoriale di Treviso

2022 Quaeris Eventi and Strategy (ramo d'azienda di Quaers srl www.quaeris.it)
Project Manager

2017-2021 Fondazione Ispirazione (www.fondazioneispirazione.org)
Segretario Generale

2016 Art-Events (www.artevents.it)
Ricerca Clienti e Gestione e progettazione Eventi

2014- 2015 Regione Veneto
Progettazione e organizzazione di Eventi Sportivi

2011- 2013 Linea d'Ombra (www.lineadombra.it)
Responsabile Marketing

2009-2010 Festival delle Città Impresa (www.festivaldellecittaimpresa.it)
Direttore organizzativo

2008-2009 Artematica srl (www.artematica.tv)
Direttore organizzativo e progettazione eventi

1998-2004 Linea d'ombra srl (www.lineadombra.it)
Responsabile Comunicazione e Marketing

1997 Civici Musei Veneziani

2002-2004 Linea d'Ombra Quadri srl
Direttore della Galleria

Istruzione e Formazione

1997: **Laurea in Conservazione dei Beni Culturali** (vecchio ordinamento) presso la Facoltà di Lettere e Filosofia di Udine.

1990: **Diploma Liceo Scientifico**, presso il Liceo Scientifico Statale di Montebelluna Leonardo da Vinci.

2022: **Corso di perfezionamento della lingua Inglese** (Intermediate).

2021: **Master in Project Management** (frequentato al 70%) presso Facoltà di Ingegneria, Università degli Studi di Udine.

2018: **Giornate di formazione sulla Comunicazione Digitale** presso H-FARM.

2001: **Corso di Marketing**, presso la società T-Search di Treviso.

1997: **Corso di specializzazione in Junior Manager dei Musei** svolto presso le maggiori istituzioni Museali Veneziane con permanenza finale presso la Fondazione Querini Stampalia, ufficio Mostre.

Attività di volontariato:

Dal 2020 Consigliere di amministrazione all'interno del CDA della Fondazione Teatro di Montebelluna (www.fondazioneteatromontebelluna.it).

Competenze professionali:

Italiano madrelingua

Inglese B2

Office livello buono

Competenze personali:

Problem solving

Gestione team

Ottimo standing

Doti comunicative e relazionali

Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base all'art. 13 del D. Lgs. 196/2003 e all'art. 13 GDPR 679/16.

Vittorio Veneto, 18 maggio 2024

Personal Information

Birth: Turin, February 16, 1971

Residence: Via G. Oberdan 1, 21029 Vittorio Veneto (TV), Italy Mobile: +39 349 2705542

Email: floean.rossella@gmail.com

Availability for business trips and work away from home: Yes

Work Experience

06/04/2023 **Sos Telefono Azzurro Onlus** (www.telefonoazzurro.it) Territorial Center Coordinator in Treviso Event planning at the provincial level, participation in national events and projects in collaboration with other national entities, management of relationships with institutions and stakeholders, personnel management, and organization of assigned resources. Fundraising and public relations in the Triveneto area.

10/2021 – 09/2022 **Quaeris Eventi and Strategy** (business branch of Quaers srl www.quaeris.it) Project Manager Developed the content for an international summit, liaising with professionals and political secretariats, interacting with the General Director and the President. Coordinated work with the communication agency. Contributed to the drafting of Business Plans and Budgets.

10/2016 – 09/2021 **Fondazione Ispirazione** (www.fondazioneispirazione.org) General Secretary Event planning. Managed relationships with university professors, professionals in the medical field, social and cooperative sectors, ecclesiastical world at various levels. Management control, organization of meetings, public relations, and everything related to the proper functioning of the organization. Fundraising and communication. Managed relationships with journalists. As a member of the Board of Directors, drafted minutes and certified the correct conduct of entity guidance and control procedures. This Foundation was created in 2004 by the Social Cooperative Insieme Si Può and operated until September 2021.

01/2016 – 09/2016 **Art-Events** (www.artevents.it) Client Research and Event Management Managed and designed events such as corporate meetings, product presentations, weddings. Audio-video service, hostess service, event theming, travel and accommodation management, budget drafting (Confindustria Venezia, Assosport, Federcultur, etc.).

2014-2015 **Veneto Region** Design and organization of Sports Events Managed all procedures with Prefectures, Police Headquarters, Veneto Strade, Mayors, Regional Secretariats, and Functional Bodies of the Region. Organized press conferences, collaborated in finding sponsors, and coordinated all specific communication activities to give the greatest visibility to them.

2011-2013 **Linea d'Ombra** (www.lineadombra.it) Marketing Manager Developed territorial marketing by managing relationships with tourist operators, groups, and schools, seeking sponsorships, managing relationships with main sponsors, developing co-marketing activities, supporting communication, managing collateral events, and all activities normally under marketing.

2009-2010 **Festival delle Città Impresa** (www.festivaldellecittaimpresa.it) Organizational Director of the Festival delle Città Impresa This festival gathered about 200 speakers in 5 days, simultaneously in 7 different cities. Organized coordination, maintained relationships with both local and regional institutions, managed communication and some sponsors, organized collateral events during the festival days (4 shows by Marco Paolini, closing night at the Arena di Verona with Elisa's final concert, 5 events of contemporary art produced by Fondazione March, Porsche Italia, AIDP, Adecco). The theme of 2010 was "Culture makes us rich. For the Northeast European Capital of Culture." As the title suggests, the festival was connected to the candidacy of the Northeast for the European Capital of Culture in 2019.

2008-2009 **Artematica srl** (www.artematica.tv) Organizational Director and Event Planning Restructured the internal organization of the company and directed work related to some events (exhibitions) produced during the period (Le meraviglie di Venezia, Fondazione della Cassa di

Risparmio di Gorizia, Gorizia; Canova alla corte degli Zar, Milano, Palazzo Reale, Canaletto. Venezia e i suoi splendori, Casa dei Carraresi, Treviso). Managed all types of institutional relationships, overseeing budgets and personnel management, personally following the communication campaign.

1998-2004 **Linea d'ombra srl** (www.lineadombra.it) Communication and Marketing Manager As Communication and Marketing Manager, I managed institutional relationships with museums, major institutions, municipalities, sponsors. Directly managed various organizational aspects of events produced by the company, also overseeing accounts and personnel in some phases.

1997 **Civici Musei Veneziani** Information and Secretariat at the exhibition "The World of Giacomo Casanova," Venice, Ca' Rezzonico.

2002-2004 **Linea d'Ombra Quadri srl** Gallery Director Linea d'Ombra Organized and designed contemporary art exhibitions within the gallery and related catalogs, sales of works, and management of relationships with artists and clients. Participated in three editions of ArteFiera Bologna, completely managing all aspects of participation in the fair.

2005-2006 **Vigne Matte srl** (www.vignematte.it) Assistant Director and Marketing

2007-2008 **Yark srl** (www.yark.it) External Relations Manager and Assistant Director

Education and Training

1997: Degree in Conservation of Cultural Heritage (old system) at the Faculty of Letters and Philosophy, University of Udine.

1990: Scientific High School Diploma, at the State Scientific High School of Montebelluna Leonardo da Vinci.

2022: English Language Proficiency Course (Intermediate).

2021: Master's in Project Management (70% completed) at the Faculty of Engineering, University of Udine.

2018: Digital Communication Training Days at H-FARM.

2001: Marketing Course at T-Search, Treviso.

1997: Specialization Course in Junior Museum Managers held at major Venetian Museum Institutions with a final stay at the Querini Stampalia Foundation, Exhibition Office.

Volunteer Activities:

Since 2020, I have been a Board Member of the Teatro di Montebelluna Foundation (www.fondazioneteatromontebelluna.it). In this capacity, I also have operational responsibility for Entity Communication and directly oversee the organization of events and formalities in support of the President.

Professional Skills: Italian (native) English B2 Office (proficient)

Personal Skills: Problem-solving Team management Excellent standing Communication and relational skills (also in Summit situations)

I authorize the processing of personal data contained in my curriculum vitae in accordance with Article 13 of Legislative Decree 196/2003 and Article 13 GDPR 679/16.

Vittorio Veneto, November 15, 2023