



## Curriculum Vitae Europass

### Personal Information

First name(s) / Surname(s) **Michela Iorio**  
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Nationality Italian  
Date of Birth April 14 1977

### Job applied for/Position **Communications/Media Relations/Marketing**

#### Work experience

Date **Apr 2014 – Feb 2026**  
Position **PR & Communication Manager**  
Main activities and responsibilities *Lead global communication initiatives for a renowned foodservice equipment brand, managing a multicultural team and international agencies to drive both internal and external communication success. Spearhead strategies that enhance brand visibility, employee engagement, and digital transformation.*  
Name and address of Employer Carpigiani Group – Ali Group Via Emilia, 45 Anzola dell'Emilia (BO)  
Type of activity or sector Machinery for gelato, soft serve and frozen drink  
Date **Apr 2008 – Apr 2014**  
Position **Press Office & Communication Manager**  
Main activities and responsibilities *Key responsibilities*

- Define communication strategies
- Write press releases
- Contact with journalists and media
- Press events organization

*Key achievements/projects*

- Communication manager for 2 European Projects (DAPHNE and CITIES program)
- Communication manager for the "Rete Italiana Città Sane OMS/WHO"

  
Name and address of Employer Comune di Modena – Piazza Grande, 1 – Modena (Mo)  
Type of activity or sector Ente Pubblico  
Date **Sep 2007 – Apr 2008**  
Position **Press Office & Communication Consultant**

Main activities and responsibilities	<b><i>Coordination and planning of communication for cultural events towards youth aged 14 to 30 yrs old</i></b>
Name and address of Employer	No longer in activity
Type of activity or sector	Communication Agency
Date	<b>Sep 2007 – Apr 2008</b>
Position	<b>Matilda/Cooperativa Le Macchine Celibi, Bologna Italy Press Office &amp; Communication Consultant</b>
Main activities and responsibilities	<b><i>Coordination and planning of communication for cultural events towards youth aged 14 to 30 yrs old</i></b>
Name and address of Employer	<b>Matilda/Cooperativa Le Macchine Celibi, Bologna Italy</b> No longer in activity
Type of activity or sector	Communication Agency
Date	<b>Oct 2006 - Sep 2008</b>
Position	<b>Coordinator and Tutor for Social Marketing Activities</b>
Main activities and responsibilities	Coordination and teaching in the practical workshop for the COMPASS Specialist Degree Course – Director: Professor Pina Lalli
Name and address of Employer	<b>Alma Mater Studiorum Università di Bologna, Italy</b>
Type of activity or sector	Education
Date	<b>Nov 2004 – Feb 2010</b>
Position	<b>Founder, Vice President, Communication Manager</b>
Main activities and responsibilities	Fundraising, Communication Strategy, Project Management
Name and address of Employer	Teatro dei Venti
Type of activity or sector	Non Profit Cultural Organization
Date	Dec 2003 – May 2025
Position	<b>Assistant to the Foreign Market Manager</b>
Main activities and responsibilities	Coverings, International Trade Show: organization and execution. Project Management and Development of new projects related to Sustainable Development
Name and address of Employer	Confindustria Ceramica, Sassuolo (MO)
Type of activity or sector	National Association for Ceramic Tiles Manufacturer
<b>Education and Training</b>	
Date	Sept. 2025 – January 2025
Institution	Graduate School of Management Politecnico di Milano
Qualification	Executive Degree in Digital Marketing – Data Analytics
Main professional themes/skills acquired	Advanced expertise in digital marketing strategy, data analytics, and performance measurement, with strong capabilities in leveraging data-driven insights to optimize campaigns and support business decision-making.
Level in national or international classification	Level 8

Date April 2008 - April 2011  
 Institution Ordine dei Giornalisti dell'Emilia Romagna  
 Qualification Journalist (Giornalista Pubblicista)  
 Main professional themes/skills acquired Strong skills in news writing, interviewing, and content production across print and digital media, with proven ability to verify sources, craft clear narratives, and communicate complex information to diverse audiences.  
 Level in national or international classification Level 8

Date Nov. 2002 – Sept. 2004  
 Institution Università Cattolica del Sacro Cuore di Milano  
 Qualification Postgraduate master's degree in Marketing and Communication  
 Main professional themes/skills acquired Advanced skills in strategic marketing, brand communication, and integrated campaign planning, with strong competencies in market analysis, consumer insights, and the development of multi-channel communication strategies.  
 Level in national or international classification Level 7

Date Sept. 1996 – Nov. 2002  
 Institution ALMA Mater Studiorum Università di Bologna – Faculty of Science of Communications  
 Qualification Graduate Degree (Master's Level)  
 Main professional themes/skills acquired Strong competencies in media analysis, strategic communication, and content creation across digital and traditional platforms, combined with solid skills in research methods, audience analysis, and the design of effective communication strategies.  
 Level in national or international classification Level 7

**Capacità e competenze personali**

Native Language **Italian**

Other languages

Self-evaluation

European Level

**English**

**Spanish**

Comprehension		Spoken				Written	
Listening	Reading	Interaction		Production			
C1	C2	C1		C1		C1	
B2	B2	B2		B1		B1	

Social skills and competences Strong interpersonal and communication abilities developed through extensive collaboration with multicultural teams, international agencies, journalists, and stakeholders. Skilled in relationship-building, public speaking, and managing interactions in complex organizational and cross-cultural environments.

Organisational skills and competences Strong interpersonal and communication abilities developed through extensive collaboration with multicultural teams, international agencies, journalists, and stakeholders. Skilled in relationship-building, public speaking, and managing interactions in complex organizational and cross-cultural environments.

Technical skills and competences Expertise in communication strategy, PR management, content creation, internal communication, influencer marketing, and brand positioning. Strong background in writing, teaching and workshop coordination in social marketing.

Computer skills and competences	Proficiency in digital communication tools, CRM platforms, marketing automation systems, and social media management. Experienced in digital engagement, content marketing, and data-driven communication approaches.
Artistic skills and competences	Photography and visual storytelling, with participation in international exhibitions and awards. Background in cinema and visual arts through scholarship and academic experience.
Other skills and competences	Event organization (food, cultural, institutional), international project communication, and experience as a journalist registered in the Emilia-Romagna press association.
<b>Driving Licence</b>	B
<b>More information</b>	<p>Selected artist for the following photography exhibitions: Hanging Around (2008) – European Contest, Solidal Modena (2007) – International cooperation projects</p> <p><b>Award for Degree Thesis in Corporate Communications</b>, won in June 2003 and awarded by ASCAI (<a href="http://www.ascai.it">www.ascai.it</a>), the Italian association for the development of corporate communications.</p> <p><b>Scholarship in Cinema and Visual Arts</b> won in 2000 for a period of 6 months at “Universitat de Valencia”, Spain, as part of the Socrates- Erasmus project.</p>
<b>Signature</b>	I authorize the processing of my personal data in accordance with Legislative Decree 30 June 2003, No. 196 – Personal Data Protection Code