



FABIANA CUMIA

Communications & ESG director



LinkedIn: <http://bit.ly/2jvlq7a>

- Senior communications and ESG executive with 19 years of experience in Entertainment, Technology, Digital, Human and Civil rights, across profit and no-profit organizations, multinational and start-up companies, inhouse and agencies roles.
- Extensive international experience in public relations, strategic corporate communications, marketing communications, brand management, internal communications, stakeholder engagement, sustainability, Diversity, Equity & Inclusion, corporate responsibility.



RAKUTEN TV - May 2017 – Ongoing. *Barcelona/Rome (remote)* www.rakuten.tv
Communications, PR & ESG Director – Oct 2022 – Present.
Communications & PR Director, EMEA - May 2017 – Oct 2022.
Regional Relations & ESG Director, RAKUTEN EUROPE - Jan 2022 – Oct 2022.



MOSAICOON - May 2013 - May 2017. *Palermo* - Crunch Base.com
Head of Marketing Communications - May 2013 - May 2017.
Marketing Communications Manager - Sept 2014 - May 2016.
Digital Project Manager - May 2013 - Sept 2014.



MINDSHARE - Jan 2013 - Apr 2013. *Rome* www.mindshareworld.com
Media Planning



NBC Universal Global Networks – Aug 2007 – Dec 2012. *Rome/ Istanbul/Athens* www.nbcuniversal.com
Communication Supervisor for Turkey and Greece - Sept 2010 - Dec 2012.
PR & Marketing Executive - Apr 2009 - Sept 2010.
Publicity executive for Universal Pictures International Italy - June 2008 - March 2009.
PR executive - Aug 2007 - June 2008.



GOIGEST Nov 2006 - Aug 2007. *Milan* - www.goigest.com
Publicist: La7 infotainment, Rai, Mediaset; Laura Pausini, Tiziano Ferro



MS&L (Current Publicis Consultant) - Apr 2006 - Nov 2006. *Milan* www.mslgroup.com
Intern, Corporate Finance area

EDUCATION

- 2021 **Master - Post Grad Degree in Sustainability Strategies** at “Il Sole 24 Ore” Business School
- 2006 **Master - Post Grad Degree in Public Relations Management** at “Il Sole 24 Ore” Business School, Milan
- 2005 **Bachelor Degree in International Communication (110 cum laude)** – University for Foreigners of Perugia
- 2004 **International Professional English Certificate” (IPEC)** at British Chamber of Commerce for Italy, Perugia

ACTIVISM & VOLUNTEERING



WOMEN IN FILM, TELEVISION & MEDIA – January 2023, Present. *Rome* <https://wiftitalia.it/en/>
DEI Specialist



PRIME MINISTER, School of Politics for young women - August 2020, Present. *Rome* <https://www.primeminister.it/>
Project strategist, Communication Consultant



MEDITERRANEA SAVING HUMANS, NGO - October 2018 - July 2020. *EMEA* <https://mediterraneaescue.org/>
Communications and branding strategist, Board Member

OTHER



24ORE BUSINESS SCHOOL - October 2021 - Present. *Italy* <https://www.24orebs.com/>
Lecturer, Executive Master content creation, Audiovisual production