






Simona Cappuccio

PR & MEDIA RELATIONS MANAGER

CONTACTS

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WHO I AM

Specialized in Press Office & Media Relations since 2013.

Passionate lover of my work, creative and proactive, reliable. Excited to continue to grow and evolve in the profession.

Press office manager for the Women in Film, Television & Media Italia association.

MANAGEMENT AND ORGANIZATIONAL SKILLS

- Problem solving and stress resistance
- Ability to plan work and develop communication strategies
- Autonomy and correct management of informations
- Mastery of synthesis, exposition of ideas and writing
- Expertise in drafting press releases and notes, interviews and information texts

WORK EXPERIENCES

COMMUNICATION PR & MEDIA RELATIONS CONSULTANT FREELANCE (2013 - IN CORSO)

Support for various companies such as Zebaki Comunicazione (management of the daily press office activities for clients in the entertainment and culture sectors); Alice nella Città 2021 and Floating Theater – TIM Vision Film Festival 2021 in Eur; the Italian directors Lucia Senesi and Angela Pepi. Collaborations also in following sectors: health and cosmetics (Ricominco da Me Association); inclusive fashion (I'imperfetta Project).

PR & MEDIA RELATIONS MANAGER SPENCER & LEWIS (2022 - 2024)

Management of press office activities for the following clients: The Space Cinema, Premio Film Impresa, Froneri Italia (Maxibon, NUII, Coppa del Nonno and other company brands); Kozel (Peroni Group). Support for Sony PlayStation press launches related to the entertainment and food sectors.

PR & MEDIA RELATIONS CONSULTANT AIDA PARTNERS (2021-2022)

Management of press office activities for the following clients: SVS DAD Onlus with Mercurio Cinematografica for the commercial created by director Elisa Fuksas; The Smiley Company, Bialetti SpA and others.

PERSONAL AND SOCIAL SKILLS

- Teamwork attitude
- Proactivity
- Creativity
- Ability to speak in public

IT AND DIGITAL SKILLS

- Knowledge of the Office package
- Knowledge of Windows and macOS operating systems
- Knowledge of Adobe Photoshop
- Knowledge of SEO techniques
- Knowledge of graphic design programs such as Canva
- Knowledge of the main social networks

LANGUAGES

- Italian - Mother tongue
- English - B1 (I am studying with a private teacher to obtain the B2 language certificate)
- French - B1

INTERESTS & SPORTS

- Cinema, television, music, creative writing
- Swimming

VOLUNTEERING

- Press office for the non-profit association Animenta (2022-3)
- Press office for SVS - Donna aiuta Donna Onlus (2021)

CERTIFICATES

- Driving license B
- Journalist (Order of Campania, membership number 167887)

Available to work throughout Italy and abroad

PRESS OFFICER & CONTENT MANAGER IED - ISTITUTO EUROPEO DI DESIGN (2018 - 2022)

From 2018 to 2020 management of press office activities for the Roman headquarters of the Institute in the design, visual arts, communication, fashion sectors. Support for IED Italia press office activities, on the occasion of events such as Pitti Uomo, Fuorisalone, Altaroma, Maker Faire Rome, Alice nella Città during the Rome Film Festival.

From 2021 to 2022 content management of the iedalumni.com platform dedicated to successful former students of the Institute, with organization and writing of articles, insights and interviews.

PRESS OFFICER CONFINDUSTRIA (2016 - 2018)

Management of press office activities for the national headquarter of Confindustria, in particular of the CSR technical group; drafting news and in-depth content on Italian companies for the official website and social channels of Confindustria (Facebook, Instagram, Twitter); drafting articles for the Confindustria magazines "L'Imprenditore" and "Quale Impresa".

PRESS OFFICE TRAINEE CoLAP (2015-2016)

Support for the management of communication and press office activities; writing content for the Coordination websites; support to the organizational secretariat.

PRESS OFFICE TRAINEE EDIZIONI SOCRATES (2013-2014)

Support for the management of press office activities; promotion and sale of volumes in the catalog during publishing fairs of national importance such as "Più Libri Più Liberi 2013".

EDUCATION

"Roma Tre" University

Master's Degree in Italian Studies with honors
(2011/2014)

University of Siena

Bachelor's Degree in Modern Literature
Final score: 106/110
(2007/2010)

"Enrico Perito" State Gymnasium High School

Classical high school diploma
Final score: 90/100
(2001/2006)

OTHER COURSES

IED - Istituto Europeo di Design

Specialization course in Brand reputation and Digital PR
(2020/2021)

Herzog Agenzia Letteraria

Specialization course in Press Office with final internship
assignment based on merit
(2013)

I authorize the processing of personal data contained in my curriculum vitae based on art. 13 of Legislative Decree 196/2003 e to the art. 13 of EU Regulation 2016/679 relating to the protection of natural persons with regard to the processing of personal data

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