

ELENA FAVILLI

CONTACT

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EDUCATION

University of Bologna, Bologna, October 2004 - November 2007
Masters Degree with high honours (110/110 cum laude) in Semiotics.
Dissertation titled: "Citizen journalism and social media: information in the web 2.0".
Grade Point Average: 4.0

University of California, Berkeley, August 2005 – May 2006
I was awarded a one-year scholarship that granted me the opportunity to attend courses both from the Rhetoric Department and the New Media Program of the Berkeley Graduate School of Journalism.

University of Bologna, Bologna, October 2001 – July 2004
Bachelor Degree with high honours (110/110 cum laude) in Communication. Dissertation titled: "Cofferati Me, Too: communication strategies in Sergio Cofferati's mayoral campaign".
Grade Point Average: 4.0

WORK

Mikamai, Milan, in progress

Content Development – I help clients develop a coherent digital strategy through social networks, content distribution and user engagement.

COLORS, Fabrica, Treviso, Sept. 2008 – Sept. 2009

Associate Editor – I coordinated the writing team of the international bilingual magazine, founded by Oliviero Toscani and Tibor Kalman, being responsible for the creative development of its editorial contents (articles, reportages, interviews, etc.). I was fully involved in the whole concept development of the magazine, working side-by-side with graphic designers and photographers. I was also active in the journalistic research phases and I wrote several stories for both the "Cease-fear" and the "Teenagers" issues. From January 2009, I participated in the concept development of the new *COLORS* online platform. In May, I was appointed Editor-in-Chief of *COLORSLAB* (lab.colors magazine.com). My primary tasks included: editing, writing, publishing stories and promoting the website through social networks.

Topipittori, Milan, January 2009 – March 2009

Foreign Rights Assistant – I assisted the Rights Manager of one of the leading Italian children's publishing houses in selling the rights to translate books into foreign languages to publishers from all over the world. My primary tasks included: online research of new international partners, translating and editing material for the website and meeting clients at the Bologna Children's Book Fair 2009. I was in charge of relations with the following countries: India, Spain, Portugal, Germany, Denmark, USA, Canada, Argentina, Venezuela, Brazil and Mexico. One of the contacts that I found led to successful international selling.

Baba Consulting, Milan, January - July 2008

Editorial Marketing Researcher – Qualitative marketing research on new editorial products for clients such as MTV, Rai and Hachette. My primary tasks were: organizing focus groups, interviewing customers, writing reports, analyzing TV programs, magazines and newspapers, researching new editorial trends, staying in touch with clients.

Rai Corporation, NYC, September - December 2006

Production Assistant Intern (during my Masters Degree program) – I assisted the Italian correspondent Gerardo Greco (TG2) in the daily TV news production. My tasks included: researching stories and archive images, interviewing, writing, assisting the cameramen and the editors.

McSweeney's, San Francisco, April - August 2006

Editorial Assistant Intern (during my year of study at Berkeley) – Fact-checking, proof-reading, reading submissions and researching.

The Business Shrink, San Francisco, January - April 2006

Production Assistant Intern (during my year of study at Berkeley) – Researching and writing short articles for the website of the national radio program.

Progetti Nuovi, Milan/Florence, February - May 2005

Production Assistant (during my Masters Degree Program) – Promoting Nuovo e Utile, the first Italian “Festival of Creativity” (directed by Annamaria Testa) and assisting the Content Managers during the event.

Enzo Brogi political campaign, Florence, October 2004 - April 2005

Chief of the Communication Staff (during my Masters Degree Program) – Online content development of the local campaign, ghost writing, web writing and press relations office.

Sergio Cofferati mayoral campaign, Bologna, Oct. 2003 - June 2004

Online Content Development (during my Bachelor Degree Program) – I was part of the volunteer communication staff for Sergio Cofferati’s mayoral campaign. My tasks included: writing articles for the website, producing short video reports on the city, and managing the daily video news production on the website.

La Repubblica, Florence, June - September 2003

News Intern (during my Bachelor Degree Program) – Reporting on culture and society from Florence and nearby areas.

LANGUAGE SKILLS

Italian: native language

English: excellent in reading, writing and speaking. TOEFL (CBT): 250

Spanish: proficient in reading, writing and speaking

German: beginner in reading, writing and speaking (B1 level)

COMPUTER SKILLS

Hardware: proficient with both MAC and PC

Software: proficient with Office Suite, InDesign and Photoshop

Good knowledge of the tools of web 2.0

Basic knowledge of HTML (I took one course during my B.A)

PUBLICATIONS / AWARDS

Conference presentation given on “Journalism and Social Media”, Tescamp, Milan, November 2009

Fifty articles published on the newspaper, La Repubblica, Florence, 2003

Collection of short tales (“Storie d’inchostro”) published by Edizioni Helicon, Arezzo, 2000

Three prizes received for creative writing, Arezzo, 1999/2000

REFERENCES

Paul Grabowicz, Berkeley Jscool,

Assistant Dean, Adjunct Professor, Director of The New Media Program

Contact: grabs@berkeley.edu

Qiang Xiao, Berkeley Jscool, Director of China Internet Project

Contact: xiao@berkeley.edu

Andrew Leland, McSweeney’s, Managing Editor of The Believer

Contact: andrew@believermag.com