



Sara Dorato

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Gender: Female **Date of birth:** 20/05/1989 **Nationality:** Italian

ABOUT ME

I am a Communications and Marketing consultant working in this field since 2012. I hold a Bachelor's Degree in Communication, a Master Double Degree in International Marketing Communication and a Second-Cycle Degree in Business Management and Digital Technologies. I am determined, flexible, open-minded, and eager to learn and improve myself. Having studied and worked in an international environment, I have developed skills in intercultural communication and global challenges in fact-based content dissemination.

WORK EXPERIENCE

[16/05/2022 – Current]

Communication Consultant

T6 Ecosystems <https://www.t-6.it/>

City: Roma (Remoto)

Country: Italy

Email address: s.dorato@t-6.it

Business or sector: Professional, scientific and technical activities

Communication and Marketing support within the following EU Research Projects in line with the activities as specified in the Description of the Action (DoA):

- [LOCALISED](#) (Grant Agreement n. 101036458): WP9 "Communication, dissemination, networking, and sustainability of outputs"
- [CircEUlar](#) (Grant Agreement n. 101056810): WP1 "Stakeholder engagement and outreach"
- [SDGs-EYES](#) (Grant Agreement n. 101082311): WP6 "Communication Dissemination and Exploitation"
- [CASRI](#) (Grant Agreement n. 101131520): WP6 "Co-design, Dissemination & Communication, Exploitation"

[16/05/2022 – Current]

Communication Consultant

DEN-Institute <https://www.den-institute.org/>

City: Bruxelles (Remoto)

Country: Belgium

Email address: s.dorato@den-institute.org

Business or sector: Professional, scientific and technical activities

Communication and Marketing support within the following EU Research Projects in line with the activities as specified in the Description of the Action (DoA):

- [MEDIAFUTURES](#) (Grant Agreement n. 951962): WP5 "Ecosystem building, dissemination and communication"

- [I-CHANGE](#) (Grant Agreement n. 101037193): WP5 “Communication and Dissemination”
- [LAND4CLIMATE](#) (Grant Agreement n. 101112781): WP6 “Communication and Dissemination”

[04/08/2021 – Current]

Communication Consultant

Asia-Europe Foundation PublicHealth Network (ASEF PHN) <https://asef.org/themes/public-health/>

City: Singapore (Remotly)

Country: Singapore

Name of unit or department: Public Health

Business or sector: Activities of extraterritorial organisations and bodies
 Communications Consultant for ASEF Public Health Network (ASEF PHN) - an intergovernmental non-profit organization that brings together the peoples of Asia and Europe to address common global challenges, and in particular the ability to manage public health emergencies. Specifically, I deal with managing and maximizing ASEF PHN's existing communication capacity and network to improve online performance.

- Collaborate with ASEF PHN as a communication consultant
- Review ASEF PHN's online performance and submit communication strategy/ planning e.g. social media, dissemination of the outcome document/video and newsletter
- Execute strategy /planning mentioned above to provide visible expansion on the outreach of ASEF PHN, etc.

[06/2019 – Current]

Marketing Manager

RB Tours Srl – “Road Bike Tours Italy” <https://www.rbtouritaly.com/>

City: Sonico (BS)

Country: Italy

Business or sector: Other service activities

Coordination and implementation of marketing and communication activities to increase sales:

- Social Media Marketing: managing the company's main social network channels and creating content to increase brand awareness and sales
- Email marketing: creating newsletters to promote services
- Digital Strategist: analyzing, recommending and implementing a digital marketing strategy in line with the company objectives

[04/04/2022 – 15/07/2022]

Communication Consultant

Asia-Europe Foundation ENVforum

City: Singapore (Remoto)

Country: Singapore

Business or sector: Activities of extraterritorial organisations and bodies
 The objective of this contract was to assist in preparing and implementing ENVFORUM ANNUAL CONFERENCE 2022 ON CIRCULAR FOOD SYSTEMS communication strategy - focused on social media, dissemination of the outcomes and newsletter - as well as execute the strategy /to provide visible expansion on the outreach of ENVforum.

[10/2020 – 05/2022]

Communication Manager

Associazione Val.Te.Mo. <https://www.unimontagna.it/>

City: Edolo (BS)

Country: Italy

Business or sector: Education

Responsible for Communication and Dissemination activities at the VAL.TE.MO APS Association on behalf of UNIMONT, Edolo Campus of the University of Milan.

- Content Management: planning communication strategies and using tools to promote the image of UNIMONT and disseminate knowledge on issues related to the mountain through online and offline channels (website, newsletter, email, social media, promotional materials, etc.).
- Social Media Marketing: creating contents for the main UNIMONT social network, searching for topics related to the sector and in line with the University's activities, and data monitoring.
- Email Marketing: realizing email marketing campaign to disseminate interesting contents concerning the promotion of mountain areas.
- Graphic Design: creating graphic materials (flyers, posters, postcards, posters, etc.) and web editing and graphics activities to support digital marketing campaigns.

[01/08/2019 – 30/10/2020]

Marketing Manager

SIM Informatica

City: Malonno (BS)

Country: Italy

Business or sector: Information and communication

- Account: searching and managing potential customers by communicating the corporate identity, in order to create new business opportunities
- Social Media Marketing: managing the company's main social network channels and creating content to increase brand awareness
- Public Relation: managing relations with the main local media for the dissemination of news about the company and its services
- Email marketing: creating newsletters to acquire customers, advertise products and / or services
- Branding: enhancing the brand image to increase sales, retain customers and acquire new consumers
- Graphic Design: producing graphic materials

[05/2017 – 06/2019]

Communication Officer

PromoPA per AlpGov project - Alpine Space Programme

City: Edolo (BS)

Country: Italy

Business or sector: Other service activities

Assistant for communication activities of the AG1 Leader - EUSALP

- Public Relation: managing the correspondence of the Action Group 1 - Research & Innovation activities and assistance to the Leader for communication activities, public relation and participation to international events
- Content Management: managing and updating of EUSALP and AlpGov Website, related to Action Group 1 - Research and Innovation
- Reporting: reporting on the progress of the Action Group 1 activities and on the use of resources within the project Interreg Alpine Space - AlpGov

[04/2017 – 06/2019]

Communication Manager

UNIMONT - Università degli Studi di Milano <https://www.unimontagna.it/>

City: Edolo (BS)

Country: Italy

Business or sector: Education

Support activities for scientific communication research aimed at enhancing mountain areas:

- Public Relation: managing PR activities with Italian and international universities and with national, European and international institutions focused on mountain areas, organising events and initiatives

- Content Management: planning communication strategies and using tools to promote the image of UNIMONT and disseminate knowledge on issues related to the mountain through online and offline channels (website, newsletter, email, social media, promotional materials, etc. ..)
- Social Media Marketing: creating contents for the main UNIMONT social network, searching for topics related to the sector and in line with the University's activities, and data monitoring
- Marketing Research: research, study and collection of data to prepare reports on mountain territories, consistent with European and national processes
- Graphic Design: creating graphic materials (flyers, posters, postcards, posters, etc.) and web editing and graphics activities to support digital marketing campaigns

[09/2017 – 10/2017]

Public Relation Officer

Comunità Montana Valle Camonica

City: Breno (BS)

Country: Italy

Business or sector: Arts, entertainment and recreation

Communication activities for art exhibitions

- Press Agent: processing and drafting information and press releases; public relations activities with local and regional media, press agencies
- Social Media Marketing: managing digital communication, by creating an editorial plan and planning strategies to generate engagement on social media

[11/2014 – 11/2016]

Marketing Manager

Santatecla Immobiliare

City: Milano (MI)

Country: Italy

Business or sector: Real estate activities

- Strategic Marketing Research: analysing the luxury market and planning a marketing strategy planning; creative study to increase the visibility and positioning of the brand in the luxury sector
- Copywriting: collecting information and data in order to write engaging texts (brochures, DEMs, websites) to address the target audience, by following company marketing strategies
- Social Media Marketing: implementing a digital strategy and managing social network - planning, graphic design and content processing
- Back Office: management of relations with customers and suppliers, data collection and analysis, as well as support to the sales force present in the territory

[06/2023 – Current]

Communication Consultant

UNIMONT - Università degli Studi di Milano

City: Edolo (BS)

Country: Italy

Business or sector: Education

Consultancy for the implementation of an innovative and digital communication strategy for mountain areas, promoting a network of mountain stakeholders, and disseminating projects results.

[07/2012 – 07/2014]

Marketing Assistant

Imageware

City: Milano (MI)

Country: Italy

Business or sector: Information and communication

- Copywriting: writing of contents related to different industries for websites, landing pages, blogs, announcements, guides and manuals, newsletters, posts on social networks, catalogs, brochures, flyers
- Social Media Marketing: managing social networks accounts of companies by defining editorial plans and creating contents focus on the target audience
- Editing and proofreading: analyzing deeply the text to search for and correct any misprints - grammatical and lexical errors, wrong punctuation
- Digital PR: monitoring and managing the Web reputation of client companies to improve brand awareness and public perception
- Back Office: management of relations with customers and suppliers, data collection and analysis, as well as support to the sales force present in the territory

EDUCATION AND TRAINING

[05/2020 – 04/2022]

Post Graduate Degree "Gestione d'impresa e tecnologie digitali" (LM-77 - Management)

Università Telematica Internazionale UNINETTUNO

Country: Italy

[09/2011 – 12/2012]

Master Double Degree - MA, International Marketing Communications

London Metropolitan University

Country: United Kingdom

[09/2011 – 09/2012]

Master Double Degree - MSc, International Marketing Communications Strategy

École Supérieure de Commerce Et de Management - ESCEM

Country: France

[01/2009 – 07/2011]

Bachelor Degree "Scienze della Comunicazione"

Università Cattolica del Sacro Cuore

Country: Italy

LANGUAGE SKILLS

Mother tongue(s): Italian

Other language(s):

Inglese

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Francese

LISTENING A2 READING A2 WRITING A1

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Social Network | Windows | Android | Instagram, Facebook. Pinterest, Canva, LinkedIn | Google | Gmail | Skype | Web and newsletter CSM including Wordpress, Joomla, Mailchimp, Wix | Good listener and communicator | graphic design (Adobe Photoshop, Adobe Illustrator) | Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access | Team-work oriented | knowledge of presentation platforms (PowerPoint, Prezi, Canva) | Digital tools for communication, collaboration and learning

TEACHING

[11/11/2023 – 17/11/2023]

“Comunicazione e disseminazione, Utilizzo degli strumenti per la comunicazione”

10 hours of teaching activity within the course entitled "Comunicazione e disseminazione, Utilizzo degli strumenti per la comunicazione" within the Master in Project Management per la Montagna organised by UNIMONT - Università degli Studi di Milano

Link: <https://www.unimontagna.it/formazione/master/>

PUBLICATIONS

[2023] [MediaFutures D5.5 - Final dissemination report](#)

Reference: Dorato, S.; Firus, K., et al. (2023), D5.5 - Final dissemination report

This report presents the achievements of the MediaFutures ecosystem building, dissemination and communication activities for the whole duration of the project.

[2023] [CircEUlar D1.5 - Dissemination, communication and exploitation plan \(M6\)](#)

Reference: Dorato, S., Firus, K., et al (2023). Communication, dissemination and exploitation plan

This document serves as a strategic and operational guide for all CircEUlar partners in communicating and disseminating project activities and results.

HOBBIES AND INTERESTS

Environment, Sports & Technologies

I am a web and digital enthusiast, I am always up-to-date on the latest technological and innovative trends.

I am committed to animal and environmental protection.

I love outdoor sports, particularly in the mountains.

I authorise the processing of my personal data in accordance with Legislative Decree no. 196 of 30 June 2003 (Personal Data Protection Code) and its subsequent amendments and additions, as well as EU Regulation 679/2016 (General Data Protection Regulation or RGPD for short)

Aprica (SO), 04/2024



Sara Dorato