

## CURRICULUM VITAE FRANCESCA MERCANTI

Name: Francesca  
Surname: Mercanti

### **Summary:**

CSR, Corporate Communications and Public Affairs Specialist.  
Political and strategic consultant. Storyteller and blogger. European projects evaluation and dissemination.  
Media relations. Campaign manager. PR and Media relations.

### **Work experience**

#### **External relations, customer care, sales and marketing at AMELI Srl-Lumiplan Group**

**October 2017-**

Marketing and customer back office; brand strategy; internal and external communication; technical writer.  
External relation with stakeholders worldwide.

#### **Communication, CSR and Public Affairs Specialist – Freelance**

January 2013-September 2017

Corporate Social Responsibility projects, public relations and public affairs consultant. Corporate fundraising and social innovation projects. Public Affairs specialist for organizations and SME. Communication and social marketing strategy. Ensure message consistency and maximum exposure among media and stakeholders. Management of materials- press releases/media advisories, op-eds, letters to the editor, speeches/speech inserts. Events organization. Social media strategy. Web content, copy-writing and storytelling. European projects dissemination.

Portfolio: Preziosa 2017 (LAO-Le Arti Orafe): event organization; ARCO Research: external communication; IRIS BLEND: communication and social media strategy; Editor at [www.glamourduepuntozero.it](http://www.glamourduepuntozero.it)

#### **MEP Niccolò Rinaldi - ALDE Group at European Parliament**

July 2010- July 2014

Communication and Political Adviser

Provided advice/guidance and influence; Ensure the coherence and regularity of communication towards his key target audiences, identify those targets, adapting tools and modes of actions to the relevant audience; Strategic planning and identification/management the party policy issues. Communication executive for institutional communication strategies in order to develop and implement innovative and competent communication strategies and policies. Develop relations with press and significantly enhance relations with key stakeholders and funders; Events: organization and proposals of speakers, stands, actions and activities; Develop digital communications strategy; Campaign Manager at European Elections 2014.

#### **Istituto Agronomico per l'Oltremare- Ministero Affari Esteri Italiano**

April 2007-December 2010

Project Manager

Institutional communication and documentation design and editing, press releases, papers, presentations oriented to users and stakeholders. Specialist in CSR and accountability  
Communication and dissemination work with regional organisations and local companies (municipalities etc.). Represent IAO in external and internal events.

Develop guidance and case studies, carry out training activities and disseminate information to improve knowledge and skills amongst public sector procurer on sustainability aspects, in order to develop the "Tuscany System". Website editing and content.

#### **CommProve Spa Via delle Fonti 8/E Scandicci (Fi)**

May 2004-March 2007

Communication Officer

Company documentation editing/design/ Manager.

Technical writer. Web content manager (institutional and promoting content, press release). Corporate communication planner. Events organization. Public Relation and Media Relation Coordinator.

### **Education:**

October 2000 - November 2001

Università degli Studi di Firenze, Facoltà di Scienze Politiche "Cesare Alfieri"

in Diplomacy and International Careers

November 1991- April 2000

Università degli Studi di Firenze, Facoltà di Scienze Politiche "Cesare Alfieri"

Master's Degree in Political Sciences

100/110

October 1984 - July 1991

Liceo Ginnasio Statale "Emanuele Repetti", Carrara (Ms)

Maturità Classica (Diploma)

**Languages:**

English fluent

German good

French good

Italian mother tongue

**Social Skills**

Experience with multicultural and international environments, with working and studying abroad. Cultural sensitive, articulate and professional speaking abilities. Excellent presentation and negotiation skills. Strong experience in successful coordination of different groups of people. Proven adaptability to differing cultural and business environments. Experience of working in the communications team in a multinational company and in political parties. Public affairs and institutional relations.

**Organizational Skills**

Experience in working with institutional clients and pan-European campaigns. Strong knowledge of European and international affairs and international development policies. Excellent knowledge and understanding of politics and corporate affairs. Excellent understanding and experience in implementing the full range of PR measures. Experience in and knowledge of integrated political marketing activities. Proven experience in building strong media relations. Strong knowledge of CSR and sustainability social innovation. Strong experience in events organization. Strong knowledge of management of campaign time-lines and budgets.

**Technical Skills**

Social Media Strategy - Twitter, Facebook, LinkedIn, Instagram.

Good SEO/SEM and Google Analytics/Brand sentiment and reputation analytics

Web editing and content – Wordpress advanced and good use of Drupal, Joomla and Typo 3.

Adobe Photoshop, Illustrator and InDesign.

Medium and Kantar

Microsoft Office/Open Office.

**Other Skills**

Writing in different styles - corporate, social, technical.

Proven ability to prepare and write presentations, reports, papers, media agenda, speeches.

Proven ability as speaker in public conferences.

Proven ability to write speeches and press articles on various topics of political and economic nature.

2013 Euro- Projects Management Certification "Europrogettazione-Prometeo 3" at Provincia di Firenze/Regione Toscana

2010 January- Lecturer at "Scuola Superiore S. Anna Pisa"- Course "Communicate International Cooperation"

September 2001 Course in Commercial English at Florence Learning Center.

October-December 1998 Doctoral dissertation research in Bonn, Germany

Summer Semester 1998 Erasmus project at University of Kassel, Germany