

ALESSANDRA ALESSANDRI

Media industry specialist
with educational background in Media
Communication and Marketing
and twenty five years of professional experience
in broadcast and online Media

Nationality: Italian

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[alessandraalessandri](https://www.facebook.com/alessandraalessandri)

Training

1991

Milan, Italy

Master in Marketing and Communication Publitalia

Publitalia Scholarship, Internship at Canale 5 Network, Mediaset group

1990

Milan, Italy

Degree in Mass Communication

Catholic University

110/110 with honors. Thesis on Television Sponsorship.

1985

Milan, Italy

Classical Graduation. 58/60

Linguistic Skills

Italian: Mother tongue

English: Advanced (C2)

French: Upper intermediate (C2 reading, C1 writing, B2 listening and speaking)

Computer Skills

Microsoft Office (Word, Excel, Powerpoint)

Presentation skills

Professional Experience

Since Oct
2006

Milan, Italy

Head Hunter, Media Practice Leader

Head Hunter in charge of Broadcast & Online Media Division

- Arethusa (also Partner) (since April 2017)
- Elan – GSO Group/ Elan International (also Partner) (2014-2017)
- Horton International (2008- 2014)
- Selebi (2006-2008)

Main clients: Mediaset, Sky Italia, Fox International Channels, A&E Networks, De Agostini, RCS, Magnolia, Dry, 3zero2tv, Neonetwork, Yam 112003, Buzz my videos (UK), Current tv (USA-UK), The Blog tv, Anthos Produzioni, Realize Networks.

Since Jan
2003

Milan, Italy

Owner

LABMEDIA - Research & Development for Audiovisual

Strategic consulting to Broadcasters, Film commissions, institutions and producers Associations

Main clients: Rai, Mediaset, La 7, De Agostini, Magnolia, Mindshare, Fox International Channels, Mtv, Regione Lombardia, Film Commission Torino Piemonte, Lombardia Film Commission, Documentary Italian Association, Animation Italia/Cartoon Lombardia.

Aug
2000
– Aug
2002

Milan, Italy

Project Development Manager

E.BISMEDIA, Multimedia publisher E.BISCOM group (now **FASTWEB**, broadband leader in Italy)

Sep
1999
– Aug
1991

Milan, Italy

RTI, MEDIASET group

- **Assistant to Head of Entertainment** Leonardo Pasquinelli (now Magnolia CEO) (1999-2000)
- **Assistant to Creative Director** Gregorio Paolini (now CEO Hangar Productions) (1997-1999)
- **Executive Producer** (1991-1997)
- **Network Representative**, Canale 5 (1990-1)

Since
2000

Milano, Bologna, Italy

Project Leader and Scientific Director of Professional Audiovisual Courses
Fondazione Aldini Valeriani (Bologna), Multimediamente (Milano)

Planning and directing professional courses:

Workshop on Branded Content (2015), Workshop in video reporting (2010), "Documentary Development Campus" (2009), seminars "Innovation and Competitiveness in the Multimedia District" (2007-2008), 6 courses for video reporters (6 editions 2000- 2006), 2 courses for researchers (2 editions, 2005/6), for on-air promoters (2004), Crossmedia project managers (2004), fiction producers, supported by APT Association TV Producers (2005), documentary producers, supported by Doc.it Italian Documentary (2005)

Since
1995

Milan, Trento, Novara, Roma, Italy

Qualified University Lecturer on Media subjects

Università Cattolica di Milano, Università degli Studi di Trento, Università del Piemonte Orientale di Novara, Università La Sapienza di Roma, Università degli Studi di Milano, IULM

- "The Audiovisual jobs", IULM, Milano
- "Branded Entertainment", Master's degree in Fiction & cinema production, 2010-2014
- "Television Production", Master's degree in "Digital Cinema and Television Production/Audiovisual Development and Production", 2004-2009, Università Cattolica di Milano
- "Diagnosis of Media Products", Seminar in "Theory and Techniques of Media Communication", 2005/6-2006/7, Università Cattolica di Milano
- "Theory and Techniques of Audiovisual Language", course for bachelor's Degree in "Media Languages", 2003/4 and 2004/5, Università Cattolica di Milano
- "Editorial Matters of Interactive Television", master's degree in "Digital Television, Multimedia Technologies and Multichannel Distribution" 2004, Università di Milano
- "Theory and Techniques of Radio-Television", bachelor's degree in "Cultural Goods", 2004/5, Università di Trento
- "History and Techniques of Radio-Television Journalism", bachelor's degree in "Communication Sciences", 2003/4, Università del Piemonte Orientale (Vercelli)
- Master's degree in "Television Programming and Production", 2002, Università La Sapienza di Roma 2002

- ✓ Since June 2017: **ACC – Associate Certified Coach ICF-** International Coaching Federation
- ✓ Since 2016: **Expert**, assessments for Media, Education, Audiovisual and Culture Executive Agency, **European Commission**
- ✓ 2006: Author of book **TV Job. Jobs & Skills of Audiovisual Sector**, Regione Lombardia
- ✓ 1990-2011: **Freelance journalist** in marketing and mass media magazines (TV Key, Media Key, Global, Letture, Pubblicità Italia, Campagne, Packaging and Materials Handling, Millecanali).
Since 1998 Member of Journalists Association (**Giornalista Pubblicista**)
- ✓ Since 1998: Author of various original TV formats, Siae registered

Autorizzazione al trattamento dei dati personali: Il sottoscritto dichiara di essere a conoscenza dei diritti riconosciuti dalla legge 196/2003 e seguenti ed acconsente al trattamento dei dati personali che lo riguardano.