



PERSONAL SUMMARY

I worked in many important radio and TV channels worldwide, mainly in Italy and Canada, in a role that involves challenging responsibilities and goals, in both marketing strategies and broadcasting knowledge.

I increased my digital knowledge by managing the advertising market for different companies. Therefore I learned to work for different media (TV and Radio) with new formats of tv and radio advertisements up to the growing market of digital communication.

I've been working for different companies in the creation of events, contests, media mix plans with the purpose of a good ROI for the investors.

I am passionate about my job, I am a dynamic and multitasking professional with innovative views, capable of engaging multiple audiences and targets.

I am an emphatic leader and I believe in the importance of engaging and motivating my team

MAIN COLLABORATIONS AND BRANDS

Chin Radio Tv International
Ckmw Radio Limited
Radio 101
Tin Television Ntw
Vasco Rossi
Francesco Facchinetti
Radio Kiss Kiss
Politecnico Foundation
Rolling Stone
Billboard
EMI

RAFFAELE "LELLO" ORSO

DIGITAL AND MULTIMEDIA MANAGER FOR THE ENTERTAINMENT AND MEDIA INDUSTRY

I have a relevant and longstanding experience in media, specifically on TV and Radio, at an international level.

My passion for these sectors led me to the North American media market.

From there, I evolved and broadened my professional practice to include corporate communications and entertainment industry.

SKILLS AND EXPERTISE

INNOVATION IN HR ORGANISATIONAL MODELS | Expert on Strategic Development; Ability to design Innovative and Effective Organizational Strategy for Broadcasting Companies and Association.

PROJECT MANAGEMENT | Designing and managing complex media projects; Working effectively on multiple and diverse projects, adjusting priorities as required; Working flexibly within dynamic time and resource restrictions, meeting tight deadlines and supplied reports to exacting standards; Experience of financial management – responsible for managing the budget of important assignments and monitoring results; Managing all the Project relations and collaboration

TALENT ACQUISITION AND HR MANAGEMENT | Ability to select, support and evaluate new talent and to manage interior and external professionals related to Project or functional Teams

NETWORKING | Effective to establish relationships (on and off line) and partnerships; credibility with internal and external stakeholders; Building, developing and maintaining networks, nationally and internationally in institutional, public and private contexts

KEY NOTE SPEAKING | Strong performer in presenting papers at national and international broadcasting meetings, more specifically preparing written and verbal communication for a wide range of high standing audiences.

LEADERSHIP AND TEAM BUILDING

I motivate and inspire team members to work towards achieving a common goal. My approach is to unite a group, develop strengths, and address weaknesses, in order to improve communication and build interdependence and trust

PROFESSIONAL EXPERIENCE

2014 – PRESENT | SENIOR ADVISOR

Fields of Activity and Professional Roles

- ▶ International Radio Consultant
- ▶ Event Development and Event Execution
- ▶ Head of Digital Marketing
- ▶ New Business Project Designer
- ▶ Advisor for the International Marketing Management
- ▶ Innovative Radio Format Developer

2018 – PRESENT | DIRECTOR OF THE MUSIC ACADEMY Master Unit - BOLOGNA ITALY

Fields of Activity and Professional Roles

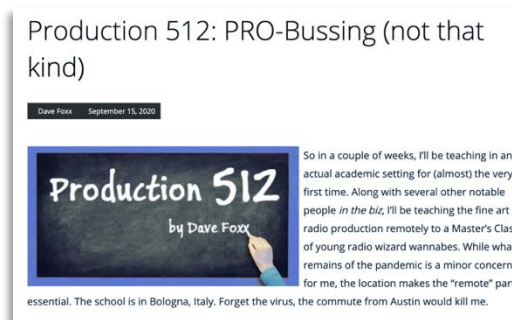
Director of the Master Programme, Training in Broadcasting 360°, January 2021 (in partnership with Fondazione Marconi Bologna and Pearson College London).

The Academy is composed of prominent personalities from the world of radio, television and international advertising:

- *Dave Foxx* | *Z 100 NY USA*
- *Rob Basile* | *Iheart Radio - Bell Media Canada*
- *Gabriella Incalza* | *Talk Radio – BBC UK*
- *Claudio Astorri* | *Rai - Rtl*
- *Irene Zerbini* | *Radio 24 - Rai*
- *Marco Montali* | *Elemedia - Breil*
- *Chicco Mazzucchelli* | *Sky – R101*

Article about the master, Radio and Production USA

<https://rapmag.com/a/447-20/sep20/4449-production-512-pro->



2012 – 2014 | ADVISOR - MA EUROPE (BOLOGNA, ITALY)

Main Activities and Special Projects

- ▶ Creation of MA Europe's Italian Tour and culminating Event
- ▶ Project Manager for 20 Stop National Tour
- ▶ Strategic Communication Plan Developer and Execution Leader
- ▶ Culminating Event Organizer with esteemed nationally recognized presenter (Francesco Facchinetti)
- ▶ Key liaison with entertainment partners: Vasco Rossi Dancing Project, Phonoprint, Macrom, IGD

2011 – 2013 | CONSULTANT - POLITECNICO DI MILANO FOUNDATION (MILAN, ITALY)

Professional Roles and achievements

- ▶ Wholly conceptualized and designed "Meetmetonight Music Festival" (research awareness event)
- ▶ Talent Coordinator

- ▶ Media Partner and Communications Lead (remarkable partners included: Rolling Stone, Radio Kiss Kiss, Casa San Remo)
- ▶ Producer of event documentary
- ▶ Program Director for “Meetmetonight Music Festival” web radio
- ▶ Conceptualizer and Supervisor of all Marketing and Communications for “Meetmetonight”

2007- 2010 | GENERAL MANAGER - PROUD FM O/O RAINBOW MEDIA INC. (TORONTO, CANADA)

Professional Roles and achievements

- ▶ Supervisor of the entire Operation
- ▶ Responsible for Increasing Market Share and Revenue
- ▶ Developer of Marketing Plan and review of Ads Revenue Generating linked to the Sales Strategy
- ▶ Revised Editorial Products by Injecting European Strategic Elements

2005 – 2007 | NATIONAL CHANNEL MANAGER - RADIO KISS KISS NETWORK (MILANO, ITALY)

Main Results: under my supervision and direction Radio Kiss Kiss had a 100% increase in tuning (source: Audiradio)

Roles and main activities

- ▶ Director of operations overseeing Milan operations
- ▶ Assistant of the Artistic Director
- ▶ Responsible for developing and maintaining relationships with international music partners
- ▶ Competitive analysis and offensive strategizing
- ▶ Oversee Radio Kiss Kiss’ onsite representation
- ▶ Programming director of yearly special event broadcast from Riccione, (3 months)

2004 – 2006 | CONSULTANT AND MANAGEMENT TEAM MEMBER - AREA SRL BOLLICINE/VASCO ROSSI (BOLOGNA, ITALY)

Main activities

- ▶ Lead strategy in new artist brand development
- ▶ Marketing and communications strategy
- ▶ EMI music label liaises
- ▶ International tour planning and booking

2004 – 2005 | CONSULTANT - CHSC RADIO LIMITED (TORONTO, CANADA)

Main activities

- ▶ Internal audit of all departments
- ▶ Music universe – format
- ▶ Streamlined interdepartmental systems and revamped organizational structure
- ▶ Restructured on air product
- ▶ Developed marketing plan including online strategy

2000 – 2004 | NATIONAL MANAGER HEAD OF PROGRAMMES - RADIO 101 (MILANO, ITALY)

Main activities

- ▶ Managed brand marketing
- ▶ Scheduled and supported on air presenters
- ▶ Music controller universe
- ▶ Managed external/on-site strategy
- ▶ Regularly analyzed brand's product and implemented changes adapting to consumer demand
- ▶ Prepared concert schedule in conjunction with artistic director
- ▶ Implemented strict quality control measures
- ▶ International brand liaison

1996 – 2000 | PRODUCER/MANAGER - CHIN RADIO TV INTERNATIONAL (TORONTO, CANADA)

Main activities

- ▶ Coordinated brand's marketing and promotion
- ▶ On air producer and presenter
- ▶ Music selection

1995 – 1996 | PRODUCTION MANAGER - TLN TELEVISION NETWORK (TORONTO, CANADA)

Main activities

- ▶ Scheduling activities
- ▶ Oversee program production
- ▶ Assist in brand relaunch (graphic logo to slogan)
- ▶ Voiced all station promotional messages
- ▶ Script writer for all on air station messages

CONTACTS

RAFFAELE ORSO | Via degli Aldobrandini, 12 | 20151 Milano Italy
Nationality: Italian | Date of Birth: 14 /07/1965

Mob.: +39.349.264.84.82 | eMail lelloorso@gmail.com