



SERENA FERRARI

DIGITAL EVENT PRODUCER SOCIAL MEDIA SPECIALIST

I provide strategic oversight to the implementation of hybrid and virtual events, social media campaigns, and augmented & virtual reality projects for private organisations and public bodies.

Type of events: digital & hybrid conferences, product promotion, exhibitions, sales meetings, training and education.

CONTACT

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KEY SKILLS

Digital & Hybrid events
Digital Media & Literacy
Relationship Management
Team Management
UX experience
Project Management
Graphic Design

INDUSTRIES

Media Publishing
Public bodies
Import-export organisations
Manufacturing companies
Professional Associations

PERSONAL SKILLS

Creative spirit
Reliable and professional
International experience with Italian/British dual citizenship
Organised
Time management
Long-life learner
Motivated

WHERE I'VE WORKED

UK | EU | Middle East | Jakarta |
Hong Kong | Cuba | Mexico |
Dominican Rep. | Bahamas |
New York | China |

WORK EXPERIENCE

DIGITAL EVENT PRODUCER - SOCIAL MEDIA SPECIALIST

Son et Lumiere Italy/UK Multimedia Production Agency | 2020 to Present | Free lance

Direct interactive audio-visual technology and digital events from planning to execution, formulating strategic framework to ensure costs within budget requirements. Apply innovative strategies to design event experiences, use a variety of virtual platforms and technologies to engage audience, heading branding and communication planning. Oversee AR visitor's experience, ensuring multitouch screens are functional and enable video interaction with attendees.

Selected Contributions:

- Championed organisation and facilitation of multimedia digitisation exhibition at Etrurian Museum in Rome, Italy
- Implemented a digital event strategy for a media publishing (non-profit) organisation.
- Accomplished client expectations, cost-effectively using Augmented Reality technology to engage audience. Managed social media accounts

ASSISTANT PROJECT MANAGER

The Energy Industry Council - Professional Association | UK 2019

Operated as professional conference organiser (PCO) within organisation, delivering B2B seminars in Manchester, Aberdeen, and Dubai

Selected Contributions:

- Acquired "Visit Britain" international delegation funds and devised assessment plan to consider tangible outputs on funded support.
- Increased website contact base by 25% by introducing social media to promote Scottish venue and conferences in Aberdeen.

EXHIBITION MANAGER

Supreme - Import Export Company | UK 2017 - 2018

Spearheaded Global Trade Exhibitions overseeing and managing logistics, budget, and operational activities. Created and enacted online export strategy, utilising trade shows as promotional tools.

Ensured company standards were met and maintained by providing insights to sales managers on specific projects. Produced post-event report to calculate ROI/ROC.

Selected Contributions:

- Accomplished successful management of annual budget of £350K.
- Boosted export sales by 20% by acquiring 200 new qualified contacts in online export strategy.
- Introduced GDPR best practice, and advised opening Amazon account, setting CRM database, and implementing new e-commerce website.

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PROFESSIONAL COMPETENCES

Business Research
Audience profile
Event Logistics
Virtual Events
Meeting Design
Social media strategy

TECHNICAL SOLUTIONS

Use of Mac & Microsoft suite
(Word, Power Point, Excell)

Virtual platforms
(Self- service, Full service)

Implementation of
Augmented Reality
Virtual Reality & the use of
mapping software

SEM and Google Analytics
LinkedIn, & Facebook, Twitter
Social media tools
(Buffer, Hootsuite,
Mailchimp)
LinkedIn Navigator

CRM & CSM solutions
(Squarespace - Supersite)
Graphic Design
(Canva, Photoshop)
Digital tools
(Slack, GoogleDocs, Trello)
Video editing
(Animoto, iMovie)

WORK EXPERIENCE

CONFERENCE EVENT COORDINATOR

World Textile Information Network - Media Publishing | UK 2014 - 2017

Conducted final checks on day of event, from tables to technology, ensuring everything met standards. Oversaw event happenings and acted quickly to resolve arising problems. Directed logistics and operations of B2B international textile conventions and awards gala dinners. Authored operational manual for staff. Organised travel and accommodation for staff and guest-speakers.

Selected Contributions:

- Directed numerous successful events with 500 + attendees in Milan, Frankfurt, New York, Jakarta, and Sao Paolo.
- Stimulated brand visibility in market by 38% and led company to highest-ranking in customer satisfaction.

PROJECT COORDINATOR

Enterprise Europe Network (EU) - Leeds Chamber of Commerce | UK 2012 - 2014

Trained and mentored small team on project deliverables and oversaw implementation of project, collaborating with Consortium leaders. Spearheaded Enterprise Europe Network Yorkshire (EENY) reporting to EU. Created project plan, guidelines, and strategies to meet project objectives. Organised and managed trade shows, road shows, and matchmaking events.

Selected Contributions:

- Directed numerous successful events with 500 + attendees in Milan, Frankfurt, New York, Jakarta, and Sao Paolo.
- Stimulated brand visibility in market by 38% and led company to highest-ranking in customer satisfaction.

EVENTS MANAGER

Son et Lumiere - Multimedia production company Italy 2005 - 2011

Produced immersive experiences and interactive installations for museums and public bodies in Italy. Inspired and drove forward longer-term development of immersive events division. Controlled finances, organised suppliers and production companies using tendering, signing and issuing contracts on behalf of company. Advanced company's international network with lighting designers, Italian art curators, historians, architects and digital artists.

Selected Contributions:

- Designed first sound and light show for Borghese Gallery Museum, Italy.
- Achieved numerous public tenders including Lucca Association of Historical Villas, Ara Pacis Museum, Como City Hall, Pompeii Archaeological site, and Terracina City Hall

Additional experience as Sales and Research Executive for MCI UK.

EDUCATION

DIGITAL EVENT STRATEGIST (DES)

Professional Conference Meeting
Association,(PCMA) USA | 2020
Professional Certification

MASTER OF SCIENCE (MSC) EVENTS MANAGEMENT

University of Leeds Beckett UK | 2019
Merit