

EUROPEAN FORMAT FOR
CURRICULUM VITAE
L I F E



PERSONAL INFORMATION

Name **BERETTA GIACOMO**
Address
Phone
Fax
Email
Nationality

Date of birth

WORK EXPERIENCE

- Dates (from – to)
- Name and address of employer work
- Type of company or sector
- Type of employment
- Main duties and responsibilities

From September 15, 2025 to present (currently ongoing)

Regional Foundation for Biomedical Research (FRRB);
Registered office: Piazza Città di Lombardia no. 1 - 20124 Milan. Tax code: 97608860157
Operational headquarters in Milan: Palazzo Lombardia, Piazza Città di Lombardia, no. 1 - 20124 Milan.
Operational headquarters in Brussels: Casa della Lombardia n. 2, Place du Champ de Mars, 1050 Brussels
The Foundation aims to promote scientific and health research in the field of Life Sciences within the Lombardy Region.
Head of Communications and Training hired on a permanent contract: Level 1 employee under the National Collective Labor Agreement for the Tertiary Sector

Main duties:

- Management of the Foundation's social media channels, creating ad hoc content for various social networking platforms, namely Instagram, Facebook, and LinkedIn. In addition to maintaining regular columns, content of varying types is provided depending on the time of year and relevant events.
- Community Manager activities, ensuring timely responses to any questions asked by users via social networks, with the aim of creating a solid relationship with the public in order to build loyalty on social media and strengthen interaction with the Foundation's profiles;
- Creation of news and content specifically designed to enrich and keep the Media page of the website up to date;
- Creation of press releases aimed at both specialized portals and national newspapers such as Repubblica, Corriere della Sera, Il Messaggero, Il Giornale, and Tgcom24;
- Thanks to constant and direct communication with both my Scientific Officer colleagues and the General Manager, I maintain effective and efficient relationships with partners and relevant associations;
- Preparation of speech content for both the General Manager and the President of the Foundation, emphasizing their specific tone of voice and style based on the content, in line with the type of corporate events or appointments and/or initiatives organized by third parties.
- Management of the agenda and email inbox, as well as secretarial activities on behalf of the General Manager of the Foundation.
- Support for the Foundation's administrative department through the implementation of various activities such as, for example, registering emails and certified emails and booking rooms for both Board of Directors meetings, which are scheduled at varying intervals, and training courses.
- Organization of institutional events and scientific conferences in collaboration with colleagues from the Foundation, especially the Scientific Department, external partners, catering staff, and representatives/officials from the Lombardy Region who are primarily concerned with safety and regulations relating to the use of the spaces within Palazzo Lombardia.
- Archiving of reports and certificates by Foundation colleagues, particularly those in the Scientific Department, created following external training courses provided, in the case of ECM credits, in collaboration with Ancilab; constant and timely updating of individual files and general files with the inclusion of courses taken by Foundation colleagues.

- Dates (from – to)
- Name and address of employer work
- Type of company or sector
- Type of employment
- Main duties and responsibilities

From May 1, 2025, to September 12, 2025

Espresso Communication S.r.l.

Operating headquarters: Via Melette di Gallio, 4, Monza (MB); VAT number 07193170961.

Communication agency specializing in PR & Media Relations, with a division entirely dedicated to digital communication and social media management.

PR Account Manager hired on a permanent contract: 3rd level C.C.N.L. Terziario Confcommercio.

Main duties:

- Complete management of clients entrusted to us who are supported in terms of PR and media relations. The following companies and multinationals are entrusted to us: KONE Italy & Iberica; QuestIT; AI WEEK; Vero Volley; City Angels, to whom the following services are directly guaranteed:
 - creation of communication plans, press releases, media alerts, and articles for both link building campaigns and corporate blogs;
 - organization of interviews and press conferences;
 - strategic consulting to establish new partnerships and collaborations;
 - Notifying clients of events, both national and international, that may be of interest in terms of speaking engagements and networking.
- Management of an operational team consisting of three senior account managers, who together manage 13 other clients, providing strategic consulting aimed at improving the efficiency of internal processes in relation to expected results; an integral part of supervising the team is my evaluation of their work before feedback is provided to clients.
- Identifying contacts and relationships useful to clients for the realization of events of interest, creating the operational conditions and following up on business and commercial aspects, so as to optimize relations between service providers, our communications agency, and our clients;
- Supporting and training interns and apprentices at the agency, sharing work methods and tools.

- Dates (from – to)
- Name and address of employer work
- Type of company or sector
- Type of employment
- Main duties and responsibilities

From September 16, 2024, to April 31, 2025

Espresso Communication S.r.l.

Operational headquarters: Via Melette di Gallio, 4, Monza (MB); VAT number 07193170961

Communication agency specializing in PR & Media Relations, with a division entirely dedicated to digital communication and social media management.

Senior PR Manager hired on a permanent contract: 4th level C.C.N.L. Terziario Confcommercio.

Main duties:

- Complete management of assigned clients who are supported in PR and Media Relations. The following companies and multinationals are assigned: KONE Italy & Iberica; QuestIT; AI WEEK; Vero Volley; City Angels, to which the following services are directly guaranteed:
 - creation of communication plans, press releases, media alerts, and articles for both link building campaigns and corporate blogs;
 - organization of interviews and press conferences;
 - strategic consulting to establish new partnerships and collaborations;
 - notifying clients of events, both national and international, that may be of interest in terms of speaking engagements and networking.
- Identifying contacts and relationships useful to clients for the realization of events of interest, creating the operational conditions and following up on business and commercial aspects, so as to optimize relations between service providers, our communications agency, and our clients;
- Supporting and training interns and apprentices at the agency, sharing work methods and tools.

- Dates (from – to)
- Name and address of employer work

From July 1, 2023, to September 12, 2025

Regional Foundation for Biomedical Research (FRRB);

Registered office: Piazza Città di Lombardia n. 1 - 20124 Milan. Tax code: 97608860157

Operational headquarters in Milan: Palazzo Lombardia, Piazza Città di Lombardia, no. 1 - 20124 Milan.

Operational headquarters in Brussels: Casa della Lombardia n. 2, Place du Champ de Mars, 1050 Brussels

- Type of company or sector
The Foundation aims to promote scientific and health research in the field of Life Sciences within the Lombardy Region.
- Type of employment
Communications and press relations officer: occasional collaboration with withholding tax contract.
- Main duties and responsibilities
Main duties:
 - Management of the Foundation's social media channels, creating ad hoc content for various social networking platforms, in particular Facebook and LinkedIn. In addition to maintaining regular columns, content of varying types is provided depending on the period and relevant events.
 - Community Manager activities ensuring timely responses to any questions asked by users via social networks, with the aim of creating a solid relationship with the public in order to retain their presence on social media and strengthen their interaction with the Foundation's profiles;
 - Creation of news and content specifically designed to enrich and keep the Media page of the website up to date;
 - Production of press releases aimed at both specialized portals and national newspapers such as Repubblica, Corriere della Sera, Il Messaggero, Il Giornale, and Tgcom24;
 - Thanks to constant and direct communication with both my Scientific Officer colleagues and the General Manager, I maintain effective and efficient relationships with partners and relevant associations.
 - I prepare speech content for both the General Manager and the President of the Foundation, emphasizing their specific tone of voice and style based on the content, in line with the type of corporate events or appointments and/or initiatives organized by third parties.

- Dates (from – to)
From September 15, 2021, to September 15, 2024
- Name and address of employer
Espresso Communication S.r.l.
Operational headquarters: Via Melette di Gallio, 4, Monza (MB); VAT number 07193170961
Communication agency specializing in PR & Media Relations, with a division entirely dedicated to digital communication and social media management.
Junior PR Manager hired on a 3-year fixed-term contract (Apprenticeship): 5th level C.C.N.L. Terziario Confcommercio.
- Type of company or sector
Main duties:
- Type of employment
- Preparation of typical agency content to support the activities of senior colleagues and the manager;
- Main duties and responsibilities
- Creation of proposals for newsworthy content or press releases, drawn in particular from international research;
- Organization of interviews with specialized reporters in addition to direct management, as Account Manager, of various types of clients such as startups, companies, and associations. Below is the complete list: Igoodl; Ecoeuro; Finservice Group; Wudstok; Vection Technologies; Eurostands; Doppio Malto.

- Dates (from – to)
From June 4, 2019, to December 4, 2020
- Name and address of employer
Yes! S.p.a. Agency
Operational headquarters in Milan: Via Legnano no. 28; Operational headquarters in Varedo (MB): Via Bergamo no. 1.
VAT number: 08477970969; Share capital: €500,000 fully paid up
Advertising agency specializing in social media management and the creation of online and offline advertising campaigns.
Junior Copywriter and Social Media Manager hired on an internship contract.
- Type of company or sector
Main duties:
- Type of employment
- Creating editorial plans for various types of clients, including dental practices, shopping centers, and sports clubs;
- Main duties and responsibilities
- Accounting and direct management of client relationships, in order to understand their requests and meet their needs;
- Daily collaboration with graphic designers and videographers for the joint creation of content and visual proposals for social media channels such as Facebook, Instagram, and LinkedIn.

EDUCATION AND TRAINING

- Dates (from – to)
From November 5, 2018, to May 31, 2019
- Name and type of educational institution or training
Level I Master's Degree in "Communicating Sport" at the Catholic University of Milan. Subjects covered: Sports Marketing; Communicating sport in the digital age; Digital reputation management in sport.
- Main subjects
Three-month internship at Agenzia Yes! S.p.a., an advertising agency specializing in social media management and online and offline advertising campaigns.
- Qualification obtained
Certificate of qualification.

- Dates (from – to)
- Name and type of educational institution or training
 - *Main subjects*
- *Qualification obtained*

From October 5, 2015, to October 5, 2018

Bachelor's degree in LIMED (Media Languages) from the Catholic University of Milan.
Subjects covered: News Making; Journalistic Writing; Media Communication Theories and Techniques; Information Law; Italian for Communication; Social Psychology of Communication; English for Communication; Sports Information Theories and Techniques.
Bachelor's degree, with a grade of 108/110. Thesis title: "Inter, Europe, and a comparison of the top of the class."
Two-and-a-half-month curricular internship at ADC Group S.r.l., a B2B publication specializing in marketing and communication.

- Dates (from – to)
- Name and type of educational institution or training

From September 7, 2010, to June 27, 2015

Liceo Linguistico Collegio Bianconi, Via Torneamento n. 5 Monza (MB). Grade: 74 out of 100

PERSONAL SKILLS AND COMPETENCES

PERSONAL

Acquired throughout life and career but not necessarily recognized by official certificates and diplomas
Official

Excellent communication skills developed during university thanks to experience in editorial offices and publishing companies, refined during current work at the communications agency, and finally enhanced thanks to experience at the Foundation.
Great sensitivity and empathy useful for building rapport and consensus with people with whom collaboration and sharing of activities, projects, and objectives is required.
Excellent management skills in digital platforms (Facebook, Instagram, and LinkedIn) on behalf of clients, as well as information websites.
Ongoing collaboration with journalists with whom a constant and fruitful professional relationship has been developed.
Excellent organizational skills in terms of materials and content provided by clients for various types of communication channels (news websites, publishing companies, advertising agencies, PR agencies, foundations, local newspapers).
Excellent ability to develop engaging digital content, articles for blogs and websites, press releases/press notes for national and specialist reporters.
Excellent ability to work in a team, sensitivity in seeking agreement and consensus among all stakeholders with whom activities and projects are shared.

ITALIAN

NATIVE LANGUAGE

ENGLISH PROFESSIONAL
PROFESSIONAL
PROFESSIONAL

OTHER LANGUAGE

- Reading skills
- Writing skills
- Oral expression skills

SPANISH PROFESSIONAL
ACADEMIC PROFESSIONAL

OTHER LANGUAGE

- Reading skills
- Writing skills
- Oral expression skills

GERMAN
ACADEMIC
ACADEMIC
ACADEMIC

OTHER LANGUAGE

- Reading skills
- Writing skills
- Oral expression skills

Excellent interpersonal skills developed daily in the workplace through relationships with colleagues, journalists, entrepreneurs, and managers from different fields and sectors. Excellent teamwork skills, excellent ability to perform both operational and leadership/strategic roles. Excellent functional listening skills.
Excellent ability to observe situations, extrapolate the most significant aspects to formulate targeted and effective interventions, including from a training perspective to support younger or inexperienced colleagues.

INTERPERSONAL SKILLS

RELATIONAL

Living and working with other people in a multicultural environment, in positions where communication is important and in situations where teamwork is essential (e.g. culture and sports), etc.

SKILLS AND COMPETENCIES

ORGANIZATIONAL

E.g., coordination and administration of people, projects, budgets; in the workplace, in volunteer activities (e.g., culture and sports), at home, etc.

Within the roles held, strong sensitivity in analyzing the context and organizational aspects of the work in terms of the division of tasks and the methods to be followed to achieve the objectives set at the beginning of the collaboration by clients and/or superiors.

Excellent management of staff and available resources in order to achieve the results required at the beginning of the process/collaboration. Management and organization of the work of interns and junior colleagues.

TECHNICAL

TECHNICAL

With computers, specific equipment, machinery, etc.

Good use of PCs (Office suite).

PROJECTS

- Quantitative and qualitative analysis of inserts for "La Gazzetta dello Sport"
- "Extraordinary people make ordinary things" for Vibram S.p.A.

COURSES

- English Summer School at LAL Boca Raton
- ADECCO ITALIA SPA Training Project 160-hour course in "Corporate Communication and Social Media Marketing" from October 8, 2018, to November 5, 2019, at For-it
- Course in Commentary and Radio Commentary at "Radiospeaker"
- NLP and Coaching Course
- Basic SEO course held at AgenziaYes!
- Samo Study Courses: Lead Generation with Facebook and Instagram, Persuasive Copywriting, SEO Copywriting.

COLLABORATIONS

From September 1, 2015, to May 1, 2017,
freelance journalist at NoiBrugherio **From March 1, 2016, to March 1, 2018,** freelance journalist at Interfans.org **From April 1, 2017, to November 1, 2018**
Journalistic collaborator at Interdipendenza.net
From June 1, 2017, to March 1, 2018
Journalistic collaborator at Brianzasport.it

LICENSE OR LICENSES

Driver's license B, own car

The undersigned is aware that, pursuant to Article 76 of Presidential Decree 445/2000, false statements, falsification of documents, and the use of false documents are punishable under the criminal code and special laws. Furthermore, the undersigned authorizes the processing of personal data pursuant to Art. 13 of Legislative Decree No. 196 of June 30, 2003 – "Personal Data Protection Code" and Art. 13 of GDPR 679/16 – "European Regulation on the protection of personal data."

Giacomo Beretta
Brugherio (MB), November
7, 2025