

# GIULIA



# LASEN

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## EMPLOYMENT HISTORY

### EXECUTIVE ASSISTANT TO THE CEO

Magister Art – [www.magister.art](http://www.magister.art) (since September 2019)

I support the CEO and the senior management, making sure that all administrative, financial and operational aspects, at all levels, are run in an effective and efficient way.

- Support the CEO in constantly remaining in touch with the Company by filtering key information, taking over daily duties and interacting closely with the rest of the team, identifying and addressing any issues that may arise or giving recommendations and advices;
- Acting as a 'trusted counsel' to the executive and senior leaders. Provide insight and analysis on the organization's operations, key decisions and other business areas as well as represent the executive in certain meetings he is unable to attend;
- Manage the CEO agenda, looking at long term travel and meetings, while evaluating opportunities and determining fit with priorities to ensure the CEO's efficiency;
- Supervising special projects and programs, including key strategic initiatives;
- Reviewing internal and external communications: drafting key messages and working on company newsletters, reports, pitch decks, speeches or presentations for the CEO;
- Build and develop relationships with key stakeholders for increased efficiency and effective responsiveness, and help to define new operational strategies;
- Implementing and owning OKRs across the organization and proactively addressing pressing business issues that need immediate attention;
- Manage all aspects related to recruiting and people management, liaising with external consultants;
- Manage all aspects related to finance and tax compliance, liaising with external consultants;

### MUSEUM GUIDE

I lead guided tours in Italian and English at La Scala Theatre and Museum in Milan, as a freelance collaborator for Civita - [www.civita.it](http://www.civita.it) (since May 2015).

### EVENT PROJECT MANAGER

IKN - Institute of Knowledge and Networking – [www.ikn.it](http://www.ikn.it) (Dec 2015 – Aug 2019)

I managed about 30 conferences and exhibitions per year, attracting between 100 and 900 delegates each.

#### *Event management*

- Planning conference and exhibition-hall layouts, organizing catering, equipment hire, signage etc.;
- Budget management for logistics: negotiating favorable rates with venues and suppliers; forecasting and reporting on actual vs. estimated budget;

- Sourcing partners for in-kind sponsorships (technical sponsorships for coffee supply, digital signage; wi-fi service etc.); contract negotiation and management of the sponsorship (logistics and marketing);

#### *Event Communication and Customer Experience*

- Managing pre and post event communication (online registration; managing confirmation emails and other communications about event logistics/access; sending attendance certificates);
- Performing analysis of attendance rates and feedback surveys;

### **COMMUNICATION OFFICER**

Ad Artem - [www.adartem.it](http://www.adartem.it) – (Jun – Nov 2015, maternity cover)

- Writing engaging copy for website, newsletters, press releases, catalogues and leaflets, targeting different audiences (individual attendees, families, school teachers, corporate clients);
- Managing email campaigns (about 10,000 subscribers): planning content and target audience;
- Briefing designers; coordinating production, delivery and distribution of promotional material;
- Updating the website, monitoring user-experience;

### **CULTURAL EVENT MANAGER**

Leonardo a Milano - [www.leonardoamilano.com](http://www.leonardoamilano.com) (Jan 2011 – Dec 2014)

#### *Event management*

- Devising event concept, location scouting, selecting suppliers;
- Budget management (evaluation of costs, expected incomes, setting prices for new services);
- Logistics (equipment hire; managing catering and bus transfers);
- Business development: finding new sales channels and sealing partnerships with resellers;
- Acting as duty manager during events and managing event staff (recruiting, briefing and training guides);

#### *Event Communication*

- Writing copy in Italian and English for the website, leaflets, press releases, newsletter etc.;
- Managing social media profiles (setting up the profile, programming content);

### **PREVIOUS EXPERIENCES**

I lived for four years in UK (Jan 2007 - Dec 2010). In addition to obtaining a master degree from the University of Warwick I gained also significant experience in event management while working as **Event Coordinator for Meridienne Exhibitions**, focusing on sales campaign and logistics (about 3000 visitors per exhibition), and in marketing. In particular, I worked as **Subscriptions officer for City of Birmingham Symphony Orchestra** managing the annual renewal campaign for subscriptions to concerts (about 1500 subscribers) and as **Marketing assistant for Warwick Arts Centre**, updating media lists, supervising print production, stock management and distribution, and supporting the team with mailings (proofreading, creating and amending newsletters).

## **EDUCATION**

### **HIGHER EDUCATION**

- Master in *European Cultural Policy and Management* – University of Warwick. UK, 2010;
- Degree in *European Languages and Cultures* - University of Modena, 2005;

### **OTHER COURSES AND TRAINING**

- Course *Oxford Women's Leadership Development Programme* (online), University of Oxford, 2021;
- Course *Effective Fundraising and Leadership In Arts And Culture* (online), FutureLearn, 2020;
- Course *Culture In The Digital Age* (online), FutureLearn, 2019;
- Course *Cultural Diversity and the City* (online), FutureLearn, 2019;
- Course *Inside Opera: why does it matter?* (online), FutureLearn, 2018;

- Course *Arts and Heritage Management* (online), Coursera, 2018;
- Course *Augmented Reality*, Fastweb Digital Academy (Milan), 2017;
- Workshop *Basic Principles of SEO and link building*, BASE (Milan), 2017;
- Course *Web graphics for non-graphic designers*, Digital Update (Bologna), 2017;
- Course *Art Law* Scuola Superiore Sant'Anna (Pisa), 2014;
- Course *Web Communication*, NABA (Milan), 2013;
- Certificate *Learning to look at the Visual Arts* (online), University of Oxford (UK), 2012;
- Workshop *Intercultural Cooperation and its Success Factors*; EU Culture 2007 program (Lithuania), 2011;
- Certificate *Writing Features and Articles for Publication* (online), University of Warwick (UK), 2011;
- Certificate in *History of Art*, University of Warwick (UK), 2008;

## ARTICLES/RESEARCH COLLABORATIONS

Full texts available on [linkedin.com/in/giulialasen](https://www.linkedin.com/in/giulialasen)

- *Three ideas for further reflection from ICCPR 2018*, Tafter Journal, issue 102 (2018);
- *The impact of globalization on cultural policy: insights and emerging trends from the International Conference on Cultural Policy Research 2014*, Tafter Journal, issue 79 (2015);
- *Quello che le muse non dicono* (in Italian), Tafter Journal, issue 55 (2013);
- *Cultural Governance: literature review* (2012), by Vesna Čopič and Andrej Srakar – research commissioned by the European Expert Network on Culture, on behalf of Directorate General for Education and Culture of the European Commission. I was responsible for the section on cultural governance in the UK;
- *'UK Case Study' in Encouraging private investment in the cultural sector*, Institute for International Relations, Zagreb, Croatia, (2011). For this research, commissioned by the EU Parliament, I wrote a case study on the UK and collaborated in the final editing;
- *Taking the Lead*, article in Art Professional, Issue 231 (2011). The article is based on my master thesis: "Non-profit spaces for contemporary art, founded and financed by collectors";

I authorize the processing of my personal data present in the curriculum vitae pursuant to Legislative Decree 30 June 2003, n. 196 and of the GDPR (EU Regulation 2016/679).

*Giulia Lasen*