



Fabio Arfaioli (11/06/1981)

Sociologist and Communication Specialist

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WORK EXPERIENCE

2013/Now – Associazione Cluster Innovativo bioPmed (bioPmed)

Communication consultant and Cluster expert

Responsible for the growth of bioPmed community in terms of members and strategic partnerships and for its visibility at local and international level. In addition to being strategic and creative my role is also operational requiring hands-on management of resources and processes.

Main responsibilities:

- ✓ I define and execute the development of communication plans including messaging strategy and channel plans. I'm responsible for website strategy, content and development and for biopmed communication materials;
- ✓ I evaluate overall impact of bioPmed activities on company's competitiveness through customer satisfaction survey and interview;
- ✓ Stakeholder engagement, clustering strategies design;
- ✓ Consultancy and training on innovation cluster development strategy;
- ✓ Support Internationalization executives to find and exploit EU funding opportunities.

2018/Now – Fondazione ITS Biotecnologie Piemonte (Higher Education)

Case manager and Placement specialist

Main responsibilities:

- ✓ Build and maintain strategic partnership with employer ensuring long term retention efforts
- ✓ Prepare and assist individuals in their job search and development
- ✓ Develop the Foundation brand awareness among prospective partner
- ✓ Make program recommendations based on information provided by employer and industry partners

2015/Now - Pubblico08 (Local Development and Cultural Heritage valorisation)

Sociologist | Consultant

I'm involved in Local Development consulting services to support institutions and entities in the definition of development strategies for territories and in their implementation, monitoring and evaluation. I also support the design and execution of editorial and digital communication projects for cultural heritage valorisation.

Main responsibilities:

- ✓ Research-based and multi-stakeholder assessments of local cultural and economic assets
- ✓ Conceptual design of new developmental strategies
- ✓ Projects' consortium building, grant proposals writing and impact evaluation

2014/2014 - BonPrix (E-commerce)

Sociologist / Consultant

Main responsibilities:

In charge for implementing change management activities such as - organizational climate analysis, skills and potential assessment, training needs assessment and internal communication strategies design.

Main responsibilities:

- ✓ Design of survey methods and assessment tools;
- ✓ Assessment implementation: survey, in-depth interviews and focus groups;
- ✓ Planning and executing effective internal communications and employee engagement campaigns;
- ✓ Defining and measuring success metrics and monitor change progress.

2008/2013 - Fondazione Adriano Olivetti (Socio-economic Research)

Sociologist and Communication Specialist / Consultant

I was responsible for the design and execution of the researches in the “Economy and Society Area” and for the related communication and dissemination activities. I was also involved in the fundraising activities to finance research programs.

Research agenda followed three main topics: 1) Intangibles assets assessment and valorisation; 2) Regional Innovation policies analysis and impact evaluation at firm level; 3) Technological innovation and training needs in high and mid tech companies.

Main responsibilities:

- ✓ Research design: theoretical and methodological framework and research tools design;
- ✓ Oversee online survey activities and execution of qualitative research activities including in depth interviews and focus groups;
- ✓ Conduct quantitative data analysis and write research final reports;
- ✓ Coordinate with the area manager on the implementation of the communications strategy to disseminate projects results and promote the research agenda among stakeholders;
- ✓ Direct the planning and execution of dissemination events and conferences and

EDUCATION AND TRAINING

Executive MBA (*ongoing*)

SAA Business School

Economics (Corporate governance, Corporate finance and controlling, Budget Analysis), Marketing and Sales, Corporate Communications, Operations and Lean Production management, Corporate strategy and performance management, Innovation strategy, International business Management, HR development.

Master in digital marketing and communication

EUCORE Business Innovation School

SEO, SEM (Google AdWords), Link building, Feed RSS, Web Analytics, Social Media marketing & advertising (Facebook, Twitter, Google+, YouTube), Digital marketing ROI.

Master's degree | Sociology

Università degli Studi di Torino | 110/110

Innovation Studies, Sociology of labor, Sociology of organizations and industrial relations, Sociology of professions, Economic sociology, Sociology of communication, Socio-economic research methods and techniques, Statistics.

Bachelor's degree | Communications

Università degli Studi di Torino | 105/110

Public communication, Corporate Communication, Theories of mass Communications, Intercultural communication, Sociology, Anthropology, Semiotics.

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	C1
French	B1	B1	B1	B1	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Job related skills Strong understanding of digital platforms // Data analytics skills // Ability to develop relationships and work with people // Project Management // Excellent verbal and written skills // Ability to work independently using own initiative without supervision // Ability to work collaboratively in a small team.

Digital skills OFFICE: *High Proficiency*: Word // Excel // Power Point - *Autonomy*: Access // Visio.
Content Management System: WordPress // Joomla.
Data analytics: R-studio // Stata.
SEO/SEM: Google Analytics // Google Search Console // Mailchimp
Essential understanding of: HTML // CSS // VBA

Autorizzo al trattamento dei dati personali, secondo quanto previsto dalla Legge 196/03

Fabio Arfaio

