



Consiglio Nazionale delle Ricerche

Istituto per le Applicazioni del Calcolo "M. Picone"

Curriculum vitae et studiorum¹

PERSONAL INFORMATION Federica Izzo



Sex Female | Date of birth 17 April 1983 | Nationality Italian

WORK EXPERIENCE

Current position **Self employed professional**
IT related activities - VAT number: 10300761219

<https://www.federicaizzo.it>

▪ Web design, frontend development, social media management, content creation, email campaigns.
Business or sector IT and digital communication

08/2023 – 09/2023 **Website Chair**
Itadata 2023 - The 2nd Italian Conference on Big Data and Data Science

<https://www.itadata.it>

▪ Management of the conference website for its 2nd edition in Napoli (Sep. 2023), management of social networks (Facebook official fan page, Instagram, and Twitter).
Business or sector Research and education

02/2023 – 03/2023 **Publicity Chair**
PDP 2023 - 31st Euromicro International Conference on Parallel, Distributed, and Network-Based Processing

<https://www.pdp2023.org/>

▪ Development of the conference website for its 31st edition in Napoli (Mar. 2023), management of social networks (Facebook official fan page, Twitter, and YouTube accounts), content creation, email campaigns.
Business or sector Research and education

10/2018 – 10/2019 **Social media Chair**
IDCS - International Conference on Internet and Distributed Computing Systems

<https://idcs2019.uniparthenope.it>

IAC sede Napoli

Via Pietro Castellino, 111 – 80131 Napoli

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- Development of the conference website for its 12th edition in Napoli (Oct. 2019), management of social networks (Facebook official fan page, Twitter, and YouTube accounts), content creation, promo trailer editing, email campaigns.

Business or sector Research and education

10/2017 – Present

Other professional activities

- Scientific papers contribution (content editing, translation into English and language review).

Business or sector Territorial and cultural heritage

12/2016 – 10/2019

Account & Content Manager

Opium Studio/Inclinic

67, Via A. Scarlatti - 80129 Napoli (Italy)

<http://www.opiumstudio.it>

- Management of social networks (Facebook official fan pages, Google Business and Instagram accounts) and blog contents, campaigns content ideation, online customer care.

Business or sector Marketing & Communication

05/2015 – 12/2016

Social media & Communication Manager

FairWind System

University of Napoli "Parthenope" - Centro Direzionale Napoli, isola C4 - 80143 Napoli (Italy)

<http://fairwind.uniparthenope.it>

- Social media contents creation, press releases, event related activities and communication. The project was awarded with 1st prize at Contest Università - Costruisci per Futuro Remoto 2016.
- StartCup Campania 2015 – "FairWind" – Media, multimedia and social communication specialist.
- StartCup Campania 2016 – "FairWind for Cloud" – Media, multimedia and social communication specialist.

Business or sector Start up project/research prototype

06/2013 – 10/2019

Social media & Content Manager, Translator

Stamperia del Valentino

4, Via R. Tarantino-80128 Napoli (Italy)

<http://www.stamperiadelvalentino.com>

- Development of the e-commerce website (2013-2018), management of social networks (Facebook official fan page, Instagram and Twitter account) and blog contents, Facebook and Google Adwords campaigns.
- Translation from English to Italian of the book "Inchiesta storico-critica sull'origine dei Rosacroce e della Libera Muratoria" (*Historico-critical inquiry into the origin of the Rosicrucians and the Free-Masons*) Napoli, 2019. ISBN: 978-88-99937-20-1

Business or sector Editor

04/2016-09/2016

Marketing & Sales Assistant

OMET Americas Inc.

291 Brummel Ave, Elk Grove Village, IL 60007 (USA)

<http://www.ometamericasinc.com>

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▪ Administrative activities, calls and documentation management, data entry, public relations, press releases, event related activities and communication.

Business or sector Printing machines manufacturer

01/2016-03/2016

Research Assistant

The University of Chicago Booth School of Business

5807 S Woodlawn Ave, Chicago, IL 60637 (USA)

<https://www.chicagobooth.edu>

▪ Online research, media content analysis, contacts sourcing, reports, translations into and from Italian.

Business or sector Research and education

10/2015 – 01/2016

Internship

Italian-American Chamber of Commerce Midwest

3800 W Division St, Stone Park, IL (USA)

<http://www.iacc-chicago.com>

▪ Management of social network (Facebook official fan page and Twitter account), website and social media contents creation, events newsletter and official documents editing.

Business or sector Promotion and business support service activities

04/2015 – 06/2015

Social media & Content manager

University of Napoli "Parthenope"

Centro Direzionale Napoli, isola C4-80143 Napoli (Italy)

<http://www.uniparthenope.it>

▪ Academic contract, PROGETTO TEMASAV "Tecnologie e Monitoraggio Ambientale per la Sostenibilità delle Aree Vaste", POR Campania FSE 2007/2013: data dissemination from environmental monitoring and modelling. Management of social networks (Facebook official fan page and Twitter account) for the university weather portal <http://meteo.uniparthenope.it>

Business or sector Research and education

06/2013 – 03/2014

Webmaster

Consulta Regionale Handicappati ONLUS

10, Via M. Pietravalle-80131 Napoli (Italy)

<http://www.retealcentro.it>

▪ Development of the official website, social media content management

Business or sector Non-profit Organization

09/2012 – 12/2012

Internship

UK Trade & Investment

40, Via dei Mille-80121 Napoli (Italy)

<http://www.ukti.gov.uk>

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- Administrative activities, calls and documentation management, translations and public relations.

Business or sector Administrative and support service activities

04/2012 **Voluntary work**
America's Cup Event Authority

160 Pacific Avenue, Suite 201-San Francisco, California 94111 (USA)

<https://www.americascup.com/en/home.html>

- IT Team & Media Service Assistant during the America's Cup Event in Naples (7 Apr – 15 Apr 2012)

Business or sector Event Management

09/2009 – 03/2010 **Call center operator and assistant manager**

Worldwide

10, P.zza Vanvitelli-80129 Napoli (Italy)

- Calls and documentation management, operators training.

Business or sector School of English

2006 – 2011 **Consultant**
Stamperia del Valentino

4, Via R. Tarantino-80128 Napoli (Italy)

<http://www.stamperiadelvalentino.it>

- Proof-reader, sales promoter, event planner, public relations.

Business or sector Editor

05/2004 **Internship**
Centro Europeo Formazione e Assistenza Hostess (C.E.F.A.H.), Napoli (Italy)

- Tourists reception during the event Maggio dei Monumenti.

Business or sector Public relations

EDUCATION AND TRAINING

11/2019 – 03/2023 **Ph. D.**
University of Napoli Suor Orsola Benincasa, Napoli (Italy)

- Ph.D. program Sugli ambiti di interazione e integrazione tra le scienze umane e le tecnologie avanzate. Humanities and Technologies: an integrated research path - XXXV Ciclo

Scientific publications:

- Izzo, Federica, and Alessandra Storlazzi. "From data to data: an overview towards qualitative data research reproducibility." *Sinergie Italian Journal of Management* 40.1 (2022): 53-76.
- Izzo, Federica, Domenico Salvatore, and Alessandra Storlazzi. "Constitutive Pathway of an Innovative Health-Tech Ecosystem: The Healthware Group Case Study." *2022 IEEE International Conference on Metrology for Extended Reality, Artificial Intelligence and Neural Engineering (MetroXRINE)*. IEEE, 2022.

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- Izzo, Federica, and Quirino Picone. "Defining an Integrated and Computed Methodology Approach for Sentiment and Psychographic Analysis in Tourism Research." *Journal of Tourism and Services* 13.25 (2022): 1-21.
- Izzo, Federica, Alessandra Storlazzi, and Paola Villani. "L'evoluzione dei percorsi narrativi: dagli studi classici al contesto aziendale." *Annali-Università degli Studi Suor Orsola Benincasa* 15.1 (2023).

International conferences participation:

- 3rd International Conference ILIS "Research Methods in the digital society: areas and practices", November 24-25th 2021, University of Salerno, Italy.
- Sinergie-Sima 2022 Conference "Boosting knowledge and trust for a sustainable business", June 30th and July 1st 2022, Bocconi University, Milan, Italy.
- 2022 IEEE International Conference "Metrology for eXtended Reality, Artificial Intelligence, and Neural Engineering (IEEE MetroXRINE 2022)", October 26-28 2022, National Research Council (CNR), Rome, Italy.

Ph.D. thesis: *New perspectives of target analysis in tourism management: the Machine Learning technique* (SSD: SECS-P/08)

09/2017 Training Course

Ilas s.r.l. - Istituto Superiore di Comunicazione, Napoli (Italy)
▪ Adobe Illustrator start-up level 1

08/2017 Training Course

Ilas s.r.l. - Istituto Superiore di Comunicazione, Napoli (Italy)
▪ Adobe Photoshop start-up level 1

12/2014 – 12/2015 Post-graduate Master

University of Napoli "L'Orientale", Napoli (Italy)
▪ Teaching Italian as second language. Passed cum laude.

12/2014 - 06/2015 Master

Ilas s.r.l. - Istituto Superiore di Comunicazione, Napoli (Italy)
▪ Social Media Marketing Manager. Content creation and management on social networks (Facebook, Google +, Twitter), search engine marketing (SEO, Google Adwords).

10/2013 - 07/2014 Advanced training course with scholarship

University of Napoli Federico II, Napoli (Italy); Italian science research council C.N.R. (Consiglio Nazionale delle Ricerche)

- Advanced training course "Territorial Improvement and Social Community Manager", "Smart Cities and Communities and Social Innovation" educational project, PON4a2_D.

10/2010 - 04/2013 Two-year post-graduate degree

II level

University of Napoli "L'Orientale", Napoli (Italy)
▪ Languages and Intercultural Communication in the Euromediterranean Area, final grades 110/110 cum laude. Proficiency in English and Spanish.
Thesis in New Media and communication: "New approaches to intercultural mediation: the case of talking avatars".

10/2007 – 01/2008 Professional qualification certificate (R.E.C.)

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Regional Committee of Campania, Napoli (Italy)

- Personal licence to supply food and beverages.

10/2003 – 12/2007

Three-year degree

I level

University of Napoli Suor Orsola Benincasa, Napoli (Italy)

- European Languages and Cultures (English and Spanish), final grades 110/110.
Thesis in medieval Spanish literature: “Female characters in Gonzalo de Berceo's works”.

2004 Professional certificate

Centro Europeo Formazione e Assistenza Hostess (C.E.F.A.H.), Napoli (Italy)

- Professional Course of Congress Hostess. Certificate with the mark of 98/100.

1996 – 2001

High school leaving qualifications

Liceo Classico Statale Jacopo Sannazaro, Napoli (Italy)

- Secondary school focusing on humanities. High school leaving qualifications with the mark of 92/100.

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
	<ul style="list-style-type: none"> • Grade 12 certificate Trinity College of London (level C2): graded examinations in spoken English for speakers of other languages • TOEIC certificate (Test of English for International Communication): English Proficiency for Business. 				
Spanish	C2	C2	C2	C2	C2
Catalan	A1	A1	A1	A1	A1
	I level certificate of Catalan Institut Ramon Llull: basic knowledge of Catalan.				

Communication skills

Excellent interpersonal and communication skills. Ability to establish and maintain good working relations with people of different national and cultural backgrounds. I enjoy being part of, as well as managing, motivating and training, a successful and productive team.

Organisational / managerial skills

I can work on my own initiative, and with excellent organizational abilities. I am resourceful, with group work skills, problem-solving attitudes, and an outgoing personality. I am customer service-oriented, accustomed to working under pressure and dealing with work and clients' needs.

Computer skills

Good knowledge of office software and collaborative platforms for the creation of documents, spreadsheets, and presentations (Open Office, Microsoft Office, Google Drive), editing programs (QuarkXPress), e-mail, Internet and social networks (production), content management systems

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(Drupal, Wordpress) and web editing (HTML). Basic knowledge of graphic software (Adobe Illustrator, Photoshop, Canva). I can work with different Operating Systems (Microsoft Windows, GNU/Linux, Mac OSX).

- Other skills**
- Ballet and modern dance. Hip-hop dance certificate at ballet school Dance Academy of Napoli
 - Singing class at the recreation center Arte e Fantasia of Napoli
 - Jewellery design
 - Navigation activity at Sezione Velica Marina Militare (SVMM) / Lega Navale di Napoli (LNI-NA): I level sailing course (LNI-NA)
 - Italian Sailing Federation (Federazione Italiana Vela, FIV) membership
 - Competitive sport Sarima Sailing Team (LNI Napoli)
 - Team management Sarima Sailing Team (LNI Napoli)
 - Open Water Diver PADI scuba diving certification
 - Advanced Open Water Diver PADI scuba diving certification
 - Zumba Instructor, former ZIN member

Driving licence Italian type B (regular cars)

Registered to the Employment Center of Napoli - Capodichino on 17/05/2011.

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

Data 26/09/2024

Firma (*leggibile*)

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