

CHIARA MORTAROLI

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EXECUTIVE SUMMARY

Multilingual, independent and experienced. B.A. in Art History and M.S. in Marketing Management. Solid knowledge of art galleries practices. Experienced in social media marketing management and strategies. Self-motivated, organized, meticulous, communicative. Creative instinct to improve work dynamics. Ability to follow through and execute projects. Curious, determined and reliable. Grow a FB fan base from 35k to 100k+ in 15 months. Founded a cooking parties company in NYC in 2014. Docent at the New Museum on Bowery until September 2017. Social Media video maker and editor. Owner of my own social media marketing management company, currently managing the social media profiles for 7 companies.

CORE COMPETENCES

- Marketing & Customer Care
- Social Media Management
- Creative Art History
- Agenda Planning
- Relationship Management
- Registrar/ Shipping/ Customs
- Art Installation
- Budget Management

PROFESSIONAL EXPERIENCE

LifeandCo, Social Media Marketing and Management, Italy, founder and owner

Jan 2017- present

Clients: Nomade Architettura Interior Design (Architectural and interior design firm) Bugaro Immobiliare (Real Estate Agency), Waterbeat Society (Boutique Fitness Club) Tonidigrigio (Creative and advertising agency), Amori&Psiche (Matchmaking agency), Ti Ci Porto Festival (Summer Festival, 2017), ChiroSport Ancona (chiropractic office), Congredior (Event Planning Agency)

Currently managing their social media profiles, making ad campaigns, monthly data reports, co-creating content and producing videos.

Agora Gallery, New York City Gallery Registrar and Social Media Coordinator
2009-2017

Registrar/ Managing and Arranging National and International:

- Incoming Shipments: Assisting artist to find the most convenient and efficient shipping option to ship the artworks to the gallery
- Outgoing shipments: Managing the packing, shipping and delivery of painting, sculptures, photography and mixed media to the artists and buyers.
- Customs paperwork: Assisting and providing the necessary documents for custom clearance for incoming and outgoing shipments.
- Donation department: Managing donation forms, donation storage, contacting no-profits to donate the artworks
- Exhibition Installation: Hiring the installers, supervising and directing the Installation from beginning to end. Supplies.
- Gallery Storages: Managing internal and external gallery storages. Humidity control. Artwork safety and maintenance.

Social Media Coordinator:

Develop and manage all SM profiles (FB, Twitter, Instagram, Google+, LinkedIn, Flickr, YouTube). Content strategy. Writing, updating and answering to posts. Keeping up-to-date on social media best practices and trends. Video content editor and creative directory.

Agora Gallery, New York City, US , Gallery and Marketing Assistant

2009-2012

- Assisting with exhibition coordination and portfolio submissions
- Italian marketing, correspondence, web site translations, invitation mailing, Receptions assistance and presence

Lès Nèreides de Paris, Milan/ Torino, Rome, ITALY, Sale Manager

2006-2008

L' Isola Che C'e' Cultural Association of Rome, ITALY, Tour Guide

2007- 2008

EDUCATION/ PROFESSIONAL DEVELOPMENT

Master of Science in Marketing Management,

2009- 2010

- European School of Economics, (New York City)

School of Visual Arts, InDesign Course and Photoshop Course (New York City) 2010

B.A. Art History Studies at Sapienza University of Rome, Italy, 2008

- Italian (Native speaker), English (Fluent), Spanish (Conversational), French (Understanding)
- Microsoft Office (Outlook, Windows XP, Windows Vista, Mac Os, Word, Excel, PowerPoint, Publisher), Mac. Video editing: Filmora, iMovie)

VOLUNTEER WORK: New Museum, New York City: docent and tour guide, Christie's: volunteer at auctions, Animal's Heaven: rescuing pets volunteer.

FOUNDER and CO-FOUNDER: www.cooknparty.com, www.amoriepsiche.com, www.lifeandco.it