

Vincenzo Cammarata

2, via Cavalcab
I 20146 Milano
+39 347 66 88 124

14, via Sempione
CH 6600 Muralto
+41 79 512 78 14



“ I designed my professional and educational curriculum constantly improving my communicational skills, merging my previous creative experience in Graphic Design and the latest studies in Corporate Communication. I'm betting on repositioning of myself offering my new acquired expertise on Integrated Marketing Communication and Enterprise 2.0 skills ”

PERSONAL DATA

E-mail	vincenzo.cammarata@ gmail.com	Date and place of birth	06/01/1978 Palermo (Italia)
Web	www.wisetwice.eu	Nationality	Italian
LinkedIn	www.linkedin.com/in/vincenzocammarata	CH Permit	B
Military Service	Ended 1997- Caporal degree	Marital Status	Single

EDUCATION

Nov. 2005	Dec. 2007	Master of Science in Corporate Communication - University of Lugano USI Faculty of Science in Communication and Economics - Major in Corporate Communication Thesis title: Wikibility of Innovation Oriented Workplaces The CERN Case Winner of Insightory.com 2007 Contest (http://www.insightory.com/profile/525/vincenzo_cammarata)
2001 - 2002		MED - Master in E-Design Poli.design (Politecnico di Milano) Milan (Italy) Focused topics: Information Architecture, Web Usability and Web Marketing
1997 - 2000		Diploma in Graphic Design Accademia di Comunicazione Milano Real project developed for Star, RCS Rizzoli Corriere della Sera, Harlequin-Mondadori, Universit Cattolica di Milano
1996		Maturit Scientifica with computer science experimentation Istituto Don Bosco Villa Ranchibile - Palermo

PUBLICATIONS

Cammarata V. (2008) **Enterprise 2.0, Innovazione e Cultura Organizzativa**,
in: *Il Caos Management N 29*, Gemini Europa, Roma, Italia
Cammarata V. (2008) **Social Network Marketing - Creare valore con i gruppi. Dalle produser alle prosumer community.**
in: *Il Caos Management N 31*, Gemini Europa, Roma, Italia
Cammarata V. (2008) **Quando la community si fa pratica.**
in: *Il Caos Management N 32*, Gemini Europa, Roma, Italia
Cammarata V. (2008) **Wikibility: 8 cultural key drivers that make Wikis work in organizations.**
series of 9 in: *Grow Your Wiki by Stewart Mader*, ikiw.org, USA

COMPLEMENTARY EDUCATION

Nov. 2006 - Jan. 2007	VenturePlan / VentureChallenge by VentureLab - USI/SUPSI Lugano Entrepreneurship laboratory program - financed by Swiss Confederation
Sept. 2004 and 2005	Workshop Design WD4 - WD5 Morcone Benevento (Italy) Summer seminar of design for communicating and promoting territorial identity
2000	Motivational Course (HRD Training Group) with Firewalking Milano
Feb. 2000	Workshop on John Maeda multimedia design - FABRICA Benetton s Academy Treviso

PROFESSIONAL EXPERIENCE

Apr. 2008	today	Darwin Airline SA The Swiss Regional Airline Lugano Airport (Agno) Communication & Marketing Officer 50%
Mar. 2007		Together - Business, Corporate and Communication Strategy - Dubai (UAE) Strategic Consultancy Start-Up - Collaboration Integrated Marketing Communication and Corporate Communication specialist

- Mar. 2007 - Jun. 2007** **Pharmaton SA - Boehringer Ingelheim Group** - Bioggio - Lugano (CH)
 Consultancy Experience - Field Project for the conclusion of the MSc in Corporate Communication Course (University of Lugano - USI)
Investigation of Organizational Culture, Climate and Identity of the Company.
- Jan. 2006 - Jun. 2007** **University of Lugano - USI** Lugano (CH)
 Management and development publishing projects for Stage and Placement Service:
Editor manager and designer of CV Book 2005 and Career Book 2006 projects.
- Oct. 2002 - Jan. 2003** **Ericsson Lab Italy** - Vimodrone (MI)
 Consulting experience as Project Manager for developing an *intranet site* and providing guidelines about communicating R&D products and furnishing an useful marketing tool to sales forces.

PREVIOUS EXPERIENCE

- 1998 - 2006** **Freelance as Graphic, web and e-designer** (in Milan and Ticino)
 for Advertising and PR agencies. *Projects for COOP Centro Tenero, George S.May, Mabetex (web site), Comune di Bore (Parma), CaGi Cantine Giubiasco.*
- Jan. 2003 - Jan. 2005** **Elacommunications sagl** - Locarno (CH) and **Rekdesign SA** - Lugano (CH)
 - e-designer and graphic designer
Projects for SBB CFF FFS, Comune di Losone, Alchemia Group www.elacommunications.ch
- Aug. 2001 - Mar.2002** **Hangar Design Group** - Mogliano Veneto (Treviso) - Milano
 e-designer and graphic designer *regional business web and advertising projects*
- Feb. 2001 - Aug. 2001** **Factorygroup.it - Factory Web** - Milano
 e-designer and graphic designer *web and advertising projects for Castrol, Neutroberbets, Bolton Group and Professione Casa.*
- Aug. 2000 - Feb. 2001** **Enter S.p.A. The Net & Web Agency** - Sesto S. Giovanni (Milano)
 web designer *web projects for Cariplo, API Oil, Finanza & Futuro (Deutsche Bank), Sistema Moda Italia, Fiditalia (Unicredit Group).*

LANGUAGE SKILLS

- Italian** *Mother tongue*
- English** *Good knowledge, written and spoken - MSc and Thesis in English*
- French** *Basic knowledge*
- Spanish** *Good understanding, essential expression*

IT SKILLS

- PROFESSIONAL LEVEL** Freehand, Illustrator, Quark-X Press, Page Maker, In Design, Photoshop, Fireworks
 Director, Shockwave, Flash, Dreamweaver, Go-Live, Base HTML e DB potentiality
- DEFAULT LEVEL** MS Office - SPSS

EXTRACURRICULAR ACTIVITIES - OTHER

- 2005 Lugano: tenor-choir member of Gruppo Vocale Cantemus Bioggio
- 2005 Lugano: Winner of 10 years of USI competition for the Universit della Svizzera Italiana USI jubilee logo
- 2005 Bellinzona: First degree of Sommeliers course ASSP Diploma Associated ASSP
- 1999 Associated AIAP (Italian association of Design for visual communication)
- 1997 Palermo: Kids entertainer Diploma (Salesians course) - volunteer in summer camp.

INTERESTS AND HOBBIES

Music - listened and played (Guitar, piano and vocal) - Latino dance (Salsa Bachata)
 Cinema theatre expo - cultural events - Photo Reporting and Cultural Voyages
 Reading about Sicily, Wine marketing, communication and technology.

PROFESSIONAL GOAL

Using my creative-strategic-communication skills, in order to work in middle-big companies or consultancy in the fields of Corporate Communication, Marketing, Knowledge Management, Organization and new topics such as Web 2.0 and Enterprise 2.0.