

PERSONAL INFORMATION



Dario Ferrante

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Sex Male | Date of birth 13/09/1972 | Nationality Italian

JOB APPLIED FOR

WORK EXPERIENCE

(1/12 - present)

Project manager

Centro per lo Sviluppo Creativo "Danilo Dolci" Palermo, via Roma 94 www.danilodolci.org

- Management of European projects, writing and submission of calls for proposals for EU-funded programmes such as Creative Europe, Erasmus+, implementation of education projects at local, national and international level

Business or sector European cooperation in the field of non-formal education and culture

(1/06 – 1/12)

Founder and CEO

+Audience, audience development and cultural management for the third sector – Rome/Palermo

- Activities of external consulting for cultural projects and the Third Sector, sponsorship and fundraising campaigns for festivals, theatres, dance companies, museums and not-for-profit organisations, audience surveys and audience development plans for cultural institutions, writing and management of projects funded by Culture 2000 and Creative Europe, Youth in Action, IEE, founded and managed the Festival of Alter-native Energies, the first festival in Italy devoted to green energy, completely funded by private sponsors and donors

Business or sector Audience development and cultural marketing

(9/04 – 5/05)

Responsible for Promotion

Museo Aperto Napoli (MAN), Naples

- Coordinated marketing and planning activities (ticketing systems, selling processes, Front of House staff), created tours and special events for temporary and permanent exhibitions, participated to tourism fairs such as WTM, ITB, BIT at international level, developed museum sales and revenues with the creation of new services and tours in collaboration with local and international tour operators

Business or sector Museums, cultural tourism

(3/03 – 8/04)

Responsible for Marketing and Audience Development

Trianon Theatre, Naples Italy

- Coordinated marketing and planning activities (pricing, ticketing systems, selling processes, Front of House staff, dealt with stakeholders such as organised groups, companies, public institutions), created special events to promote the theatre activities, participated to tourism fairs such as WTM, ITB, BIT at international level, planned strategy for audience development with audience surveys and on-field research, managed audience database and network such as cral and associations, schools, big buyers, developed theatre sales and revenues with special events

Business or sector Theatre, cultural tourism

(6/01 – 12/02) **Technical support agent**

Sykes International, Edinburgh United Kingdom

- Worked in the UK as technical support agent for ICT companies such as Kodak and Motorola, supporting customers for troubleshooting and selling new products and services

Business or sector Customer service support and sales, ICT

(1/00 – 9/00) **Office Manager**

Personal Creations, Marina del Rey California USA

- Worked in the US as office manager and accountant for a company designing lighting and projections for theme parks, museums, concerts

Business or sector Entertainment and theme parks

EDUCATION AND TRAINING

(2001 - 2002) **MBA in Cultural Management**

Queen Margaret University College , Edinburgh United Kingdom

- HR for the cultural sector, Strategy and development for cultural institutions, Marketing for the arts, Qualitative and Quantitative Research Methods, Finance for Culture

(1992 - 1998) **Degree in Business Economy**

University of Palermo, Palermo Italy

- Accounting, Strategy and organisation, Political Economy, Statistics, Statistics applied to Social Science, History of Economics, Public Law, Private Law, Mathematics, Economy, Management

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Replace with name of language certificate. Enter level if known.					
Spanish	B1	B2	B1	B1	B1
Replace with name of language certificate. Enter level if known.					

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

Communication skills

- Good public speaking skills gained through my experience as participant to international conferences and seminars and as host of a radio programme that I have been running for six years

- Organisational / managerial skills**
- Ability to work in international contexts (currently managing 6 EU-funded education projects) as I travel all around Europe and manage a network of 67 EU organisations in 21 countries on behalf of Centro per lo Sviluppo Creativo “Danilo Dolci”
 - Good stress management thanks to my current job (strict deadlines, working by Project Cycle Management with tasks and work packages)
 - Leadership skills developed as director of the Festival of Alter-native Energies where I lead the whole organisation (staff, suppliers, artistic director, communication)
- Job-related skills**
- Ability to work in complex situations and put together different stakeholders (currently managing international projects with relevant impact at local level)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Independent user	Proficient user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

- good command of Office suite (word processor, spread sheet, presentation software)
- good command of photo editing software (Photoshop, GIMP) gained as an amateur graphic design
- good command of major ticketing software gained as marketing responsible in a theatre
- good command of Macromedia Dreamweaver and web editing software (Wordpress) gained as content editor of my festival website

- Other skills**
- Radio host and presenter of cultural events, DJ and music selector

Driving licence A, B

ADDITIONAL INFORMATION

- Publications**
- The marketing plan of MAN (Naples Open Museum), an open air museum at the service of culture, available on-line at www.fizz.it, Fondazione Fitzcarraldo, Turin, March 2005
 - Trianon: marketing strategies of a young theatre, available on-line at www.fizz.it, Fondazione Fitzcarraldo, Turin, September 2004
 - Attracting and managing volunteers? A question of cultural marketing, available on-line at www.fizz.it, Fondazione Fitzcarraldo, Turin, April 2004
- Projects**
- Festival of Alter-native Energies. Created, managed and developed a touring festival featuring visual arts, dance, music and theatre interely dedicated to green energy and contemporary arts, totally powered by private donors and companies
- Presentations**
- Fundraising and sponsorship for cultural events, Ente Teatrale Italiano, March, 2007 – a lesson in a training course for cultural operators
 - MAN and Trianon, the creation of cultural events for tourism, Link Campus University of Malta, Rome, June 2005 - a lesson of cultural and museum marketing in the framework of the course for tourism experts