



EDOARDO PASTORINO

Head of Communications and Press Office

Age: 34 years old (04 dec 1991)

9-year-experienced professional skilled in corporate, consumer and institutional communication. Trained in press office management, communication strategy, crisis management, project management and Corporate Social Responsibility.

Extensive experience in the Food, Fashion and Retail industries gained supporting the communications for companies like Lidl Italia, Confindustria Moda, Inditex and McDonald's. Also experienced in other sectors, such as TLC and Education and Recruitment. In my current role, I manage a team of ten staff and I am responsible for defining and overseeing the communication strategy of the Municipality of Parma. I also supervise social media planning and event management.

CONTACT

📍 Via D'Azeglio 36, 43100, Parma (PR), Italy

☎ +39 3493604859

✉ pastored91@gmail.com

🌐 [linkedin.com/in/edoardo-pastorino-19911204](https://www.linkedin.com/in/edoardo-pastorino-19911204)

LANGUAGES

- **Italian:** Mother tongue
- **English:** Fluent

IT SKILLS

- Office Suite (Excel, Power Point, Word)
- Social media
- Recording Software (Audacity)

INTERESTS

- Literature
- Pop culture
- Comics
- Tv Series
- Economy
- Politics
- Cinema
- Sport

PROFESSIONAL EXPERIENCE

Municipality of Parma – Head of Communications and Press Office

Jan 2024 – present (Parma, Italy)

My responsibilities include designing external communication activities such as Public Relations, Brand Reputation, Press Office, Stakeholder Engagement, Social Media Marketing. I oversee the coordination of the team and PR agencies, establishing priorities and strategies. I also support the communication for the mayor and his deputies.

Community Group – Public Relations Senior Consultant

Jun 2019 – Dec 2023 (Milan, Italy)

I supported clients in defining communication strategies and I managed operational activities with my team. I handled the drafting and distribution of press releases and managed the CEOs reputation. I collaborated on corporate communication projects and events involving also other agencies.

MSL Group – Public Relations Junior Account

Oct 2017 – May 2019 (Milan, Italy)

I oversaw media and social media monitoring and contributed to the development of strategic key messages for clients. I managed local events and handled the drafting and distribution of press releases.

EDUCATION

Sole24Ore Business School

Master in Multimedia, Political and Economic Journalism; 2021 – 2022; Milan, Italy

Sole24Ore Business School

Master in Marketing, Communication and Digital Strategy; 2017 – 2018; Milan, Italy

EF School

English Language; 2017; London, GB

Università degli Studi di Parma

Modern Literature; 2011 – 2016; Parma, Italy

EXTRACURRICULAR ACTIVITIES

- Member of the Order of Journalists
- Contributor to *Lost Tales*, literary magazine, as TV critic
- Former member of University of Parma Evaluation Board
- Organizing cultural events during university years
- 5-year volunteering experience as coordinator at children summer camps