

GAIA BARTOLINI

FREELANCE

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I'm a dynamic freelance Communication & Project Manager with a solid background in marketing management within the retail luxury and art industry. I have experience in driving business growth, orchestrating successful exhibitions and events, and fostering strategic partnerships. Currently operating as a freelancer, I work on exhibition operations, events production, and business development to support organisations in achieving their goals.

- **Exhibition Operations:** Proficient in coordinating all aspects of exhibition logistics, from planning and execution to installation and dismantling. Skilled in managing budgets, timelines, and vendor relationships to ensure seamless operations.
- **Event Production:** Proven track record in design and executing high-profile events and activations. Experience in managing event logistics, including venue selection, catering, technical production, and guest management.
- **Business & Activity Development:** Adept at identifying growth opportunities and implementing strategic initiatives to expand business reach and revenue streams. Skilled in building and nurturing client relationships, negotiating contracts, and securing partnerships. Experienced in developing innovative programming and activities to enhance the visitor experience and drive engagement. Proficient in curating diverse content and experiences tailored to target audiences.

PROFESSIONAL EXPERIENCES

Museum Membership Program and Private Events

Contemporary Art Centre Luigi Pecci - 2024 - actual

- Manage the membership program to provide personalised events and benefits and promote the facilities to new prospective clients/ members
- Orchestrate the development of communication and sales materials for corporate and collectors custom programs /packages
- Identify revenue opportunities through ongoing communications and understanding of client requirements and strategy
- Events management

Gallery Operations & Development Manager

Galleria 93 Contemporary Art - 2023 - actual

- Provided consultancy services to galleries, museums, and cultural institutions, supporting them in exhibition planning, event production, and business development.
- Successfully managed multiple projects simultaneously, delivering exceptional results within budget and timeline constraints.

- Collaborated with clients to develop tailored solutions to meet their specific needs, driving operational efficiency and maximizing ROI.

Marketing Manager

Porsche Italy - 2017 - 2023

- Spearheaded marketing campaigns for luxury brands, leveraging market research and consumer insights to develop targeted strategies.
- Managed cross-functional teams to execute integrated marketing initiatives across digital, print, and experiential channels.
- Cultivated partnerships with influencers, media outlets, and industry stakeholders to amplify brand visibility and drive sales.

Communication & Event Specialist

Porsche Italy - 2014 - 2017

- Content Strategy development and adaptation for Social Medias (Facebook, Instagram, YouTube, LinkedIn)
- Campaigns results monitoring and Community and Fanbase conversations management
- Events operations support
- CRM software database (C@P) data entry
- Designing presentations and structured reports for CDA and Sales Meetings
- project exhibition leader
- Motorsport partnership activations and Driving Experience coordination

Education

Bachelor's Degree in Arts Management

2010 - 2013

University of Florence

Faculty of Arts - www.unifi.it/progeas

Event management for Arts & Entertainment Enterprises (Pro.Ge.A.S.)

Grade: 105/110

Best Regards,
Gaia Bartolini

