

## Annalisa Merelli

### Curriculum Vitae

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#### Personal Information

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Date of birth: October 28<sup>th</sup>, 1982

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#### Work Experience

##### **BenettonTalk, January - November 2006**

Contributing writer and writing team manager for [www.benettontalk.com](http://www.benettontalk.com), a corporate blog opened by Benetton in January 2006 and managed by Fabrica. The position of coordinator included networking assignments consisting in making contacts with likeminded publications and projects, primarily online.

##### **Fabrica, September 2005 - November 2006**

Grant holder at the Creative Writing Department of Fabrica ([www.fabrica.it](http://www.fabrica.it)), the Research Centre for Communication Sponsored by Benetton. During the residency, assigned with various writing jobs including: writer and co-editor for Fab Magazine; copywriter for different advertising campaigns for clients including Sky television and Gilera motors; writer for the collection of short children stories "Fragola, giraffa, caffè"; editor of "Venezia non sta affondando" (Venice is not sinking), a collection of short stories published in Italy by Marsilio; interviewer for "Stock Exchange of Visions" ([www.stockexchangeofvision.org](http://www.stockexchangeofvision.org)).

##### **Wunderkammer Art Gallery, March 2005**

Gallery curator assistant, helping with setting up the space and dealing with clients for Wunderkammer Art Gallery (<http://www.gruppopetitprince.com/bergamo.htm>) during New York Art Fair 2005.

##### **CinemaGiovani Daily, September 2004**

Writer, author of the daily column "Faccio Cose Vedo Gente" (I do things I see people) about life in Venice Lido during the Venice Film Festival.

##### **Il Sole24Ore-Edagricole, May -July 2003**

Intern, helping the writing and editing team of the magazines specialized in agriculture published by IlSole24Ore-Edagricole (<http://www.24oreagricoltura.com>).

##### **Independent work, since September 2006**

Work as a freelance writer and copywriter for:  
D - La Repubblica delle donne ([dweb.repubblica.it](http://dweb.repubblica.it));  
L'Espresso ([espresso.repubblica.it](http://espresso.repubblica.it))  
COLORS Magazine ([www.colors magazine.com](http://www.colors magazine.com))  
Label ([www.labelmag.com](http://www.labelmag.com)).

Pulsemedia ([www.pulsemedia.com](http://www.pulsemedia.com))

For details about my work please check my online portfolio at [www.lascrittoria.com/what](http://www.lascrittoria.com/what)

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## Education and Training

### Università di Bologna - Italy

Masters Degree with high honours (110/110 cum laude) in Semiotics, focusing both on theoretical Semiotics and its practical applications. Thesis: "Living in the other world. A Semiotic analysis of Second Life", written between July 2007 and February 2008.

Bachelor Degree with high honours (110/110 cum laude) in Mass Communication Studies, studying Semiotics, Journalism, Art, Cinema, New Media, Sociology, Psychology. Thesis: "Sweet dreams: the communication strategy of an haute couture brand for children".

### Université Paris 8, St. Denis - France

Erasmus Scholarship Student following courses related to the Masters Degree in Semiotics as well as improving French Language skills.

### Liceo Classico Paolo Sarpi - Bergamo, Italy

High School Degree focussed on Italian Literature, Latin, Ancient Greek, History and Philosophy.

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## Personal Skills and Competence

### Language skills

Italian: mother tongue

English: proficient user (C1 level) in reading, writing, speaking

French: independent user (B1) in reading, writing, speaking

### Computer skills

Familiar with Mac and Windows OS, basic knowledge of Adobe Creative Suite, simple website programming (i.e. personal website [www.lascrittoria.com](http://www.lascrittoria.com)). Good knowledge of the tools of web 2.0.

### Other Experiences

In 2006, volunteer educator working with children of both Albanian and Serbian ethnic groups during summer camps in Pec, Kosovo.

### References

Available on request

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