

PERSONAL INFORMATION

Andrea Masino



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Sex Male | Date of birth 27/11/1991 | Nationality Italian

PERSONAL STATEMENT

A graduate with strong communication and marketing skills gained in agro-food field is seeking for new job opportunities.

WORK EXPERIENCE

10/04/2017–Present

Communication & event management

Agroinnova - Centre of Competence for the Innovation in the agro-environmental field - Università degli Studi di Torino, Grugliasco (TO) (Italy)

- Development and management of innovative tools for the communication of European Commission funded projects' results regarding biosecurity and emerging plant pathogens in agrofood field
 - Developing a 3-year communication plan on different targets
 - Planning and writing scientific communication materials
 - Developing a communication network with public and private organizations in the agro-food field
 - Developing a social media communication plan

12/2015–Present

Tutor of secondary schools' students in relation to the project of urban beekeeping, TOBee

Fondazione per la Scuola della Compagnia di San Paolo, Torino (Italy)

Tutor of secondary schools' students participating to the project TOBee by teaching biodiversity and environmental quality, through urban beekeeping.

03/2016–09/04/2017

Fellowship funded by the European Commission for EMPHASIS (HORIZON 2020) research project concerning scientific communication in the agro-food field, scientific writing and management of events

Agroinnova - Centre of Competence for the Innovation in the agro-environmental field - Università degli Studi di Torino, Grugliasco (TO) (Italy)

- Planning, management and promotion of the Agroinnova's events
 - *When plants make a show - Press conference - Circolo dei Lettori - Torino - 13/12/2016*
 - *I want to be a plants' doctor - European Researchers' Night - Torino - 30/9/2016*

 - *Agriculture in the time of the pharaohs - Museo Egizio - Torino - 26/9/2016*

 - *Climate changes and new parasites - Open day - Campus of Grugliasco - 15/09/2016*

 - *Cradle to Cradle: Design for Endless Benefit - Circolo del Design - Torino - 31/5/2016*
 - *Designing the Circular Economy - Centro Torino Incontra - Torino - 31/5/2016*
 - *EMPHASIS for the environment - Teatro Carignano - Torino - 30/5/2016*

- Planning, management and promotion of communication materials (see Publications)

03/2015–03/2016 **Fellowship concerning the management of events in the agro-food field, in the frame of EXPO MILANO 2015**

Agroinnova - Centre of Competence for the Innovation in the agro-environmental field - Università degli Studi di Torino, Grugliasco (TO) (Italy)

- Planning, management and promotion of the Agroinnova events during EXPO Milano 2015
 - *Telling about the Plants' Healthy, in collaboration with "Ordine dei Giornalisti del Piemonte"* - 25/1/2016 e 8/2/2016
 - *Sustainable development strategies for promoting urban-rural linkages in agro-food systems - Workshop during the Third World Forum of Local Economic Development - Torino - 14/10/2015*
 - *Tulipani con la febbre, arance tristi... European Researchers' night - Torino - 25/9/2015*
 - *Agriculture, Research and Innovation - Piedmont Experience - EXPO Milano 2015 - 20/6/2015*
- Planning, management and promotion of communication materials (see Publications)
 - *The Climate Change - Linea Verde - RAI 1- 13/12/2015*
 - *50 years in the future: what climate change would mean for your salad - AJ + Youtube channel*
- Planning, management and promotion of training courses for Agroinnova's employees (see Competences)

10/2014–03/2015 **Research activity on consumers of the Piedmont agro-food co-operatives**

Gest Cooper Soc. Agr. Coop., Torino (Italy)

- Direct sales (short chain)
- Role of the agro-food brand "Qui da Noi"
- Consumers' social responsibility
- Outside activities: interviews and research at companies, co-operatives and local authorities
- Research activities at Salone del Gusto 2014 - Torino

03/2014–12/2014 **Travel.Eat : web blogger**

- Social network and web management
- Team working and human resources management
- Blog contents concerning tourism and food & wine (see Publications)
- Results monitoring through Google Analytics

EDUCATION AND TRAINING

12/2015 **Qualification for the practice as agrotechnical graduate**

State exam 2015, Torino (Italy)

- Administration of co-operatives concerning manufacturing and marketing of agro-food products
- Role of Health and Safety Manager
- Preparation of food safety plans through a HACCP based approach
- Consultancy, technical-economic support and release of certification concerning food, agriculture, forestry and livestock, landscape and environment sectors

03/2014–13/03/2015 **1st level University Master in Sustainability of territory and agro-food chain**

104/110

Università degli Studi di Torino, Torino (Italy)

- Sustainability applied research, especially in agro-food sector

- Environmental and sustainability indicators in food production and safety
- Law concerning food quality and safety
- Development of territorial projects
- Assessment of methods of organic and sustainable agriculture

Thesis:

"The social responsibility of the consumers of agro-food products co-operatives"

02/2014–24/11/2014

Master professional in Leisure and Tourism Communication

99/100

Istituto Europeo di Design (IED), Torino (Italy)

- Marketing in the tourism and food & wine sector
- New media blogs and social networks, law and media
- Media systems in the tourism and food & wine sector
- Writing and presentation techniques
- Promoting an area with reports and events

Thesis:

"Blog and magazine: two ways of promotion of the territory"

2010–10/03/2014

Degree in Gastronomic Sciences - Bachelor of Science

102/110

Università degli Studi di Scienze Gastronomiche (UNISG), Pollenzo - Bra (CN) (Italy)

- Communication and promotion in the eno-gastronomic sector
- Marketing of eno-gastronomic specialty products
- Production of food and beverages
- Development of activities in the tourism sector

Thesis:

"Slow drink: alcohol consumption according to law, economy and society"

2005–2010

Diploma certifying the results of the State exam

83/100

Liceo classico Giuseppe Giusti, Torino (Italy)

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C1	C2
French	B1	B1	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Communication skills

- Excellent communication skills gained through my university and postgraduate courses and training courses attended at Agroinnova (*Public Speaking* - October 2015)
- Excellent ability to utilize a range of multimedia channels and tools for the purpose of enogastronomic communication gained through my university and postgraduate courses and training courses attended at Agroinnova (*Photography* - February 2016; *Web, blog and social media* - May 2015)
- Excellent ability in writing (Master IED - 2014; training course at Scuola Holden - Torino - 2008)

- Ability to adapt to different sociocultural contexts gained during the university study trips (US, Mexico, Spain, Czech Republic) and leisure trips (UE, China, India, Cuba, Egypt, Morocco, Tanzania, Thailand)

Organisational / managerial skills

- Excellent organizational and managerial skills in the events, also at an international level, and training courses management gained during the work experience at Agroinnova
- Ability to interact effectively with a team gained through my university and postgraduate courses or leisure activities (volleyball team 2007-2011)
- Good organisational skills gained as pool clerk at Comune di Torino (since 2010)

Job-related skills

- Excellent marketing skills gained during my university and postgraduate studies and the training course "Seeking for job in the commercial area" organized by CDVM - Torino - April-June 2016)
- Good skills in basic and applied research on agro-environmental field gained during the work experience at Agroinnova
- During the university course I attended the following thematic training courses:
 - 2012/2013: Large-scale retail trade (Liguria); Beer and spirits (Pollenzo- CN); Fishery (Calabria)
 - 2011/2012: Ferrero (Alba-CN); Fratelli Carli (Imperia); Rice (Pavia)
 - 2010/2011: Lavazza (Torino); Academia Barilla (Parma)

Digital competence

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

Digital competences - Self-assessment grid

- Excellent command of Microsoft Office™ tools (Word, Powerpoint, Excel)
- Good command of Wordpress.com tools and Linux tools

Other skills

- Excellent ability in cooking: *Wine tasting course* - Officina del Gusto - Moncalieri (TO) - 2013; *Cake Design course* - Mary Cake Design Academy - Torino - 2013
- Good ability in drawing

Driving licence

B

ADDITIONAL INFORMATION

Memberships

Registered in the "Albo degli Agrotecnici laureati di Torino" - since February 2016
 Young member of the Sales & Marketing Managers Club (CVDM) - since April 2016

Publications

- 1) Masino A., Bertin A., Gullino M.L. Communicating European Projects: a Different Approach for Research Innovation. *Journal of Plant Pathology* 2016; 98 (4S): 54
- 2) Masino A. Valigie. Cervelli in viaggio al Circolo dei Lettori. *Torino Magazine* 2016; 126 (5): 106
- 3) Masino A. L'agricoltura ai tempi dei faraoni. *Torino Magazine* 2016; 125 (4): 109
- 4) Masino A. TOOLBOX: una fabbrica multidisciplinare per la cross-innovation. *CDVM online* 2016; <http://www.cdvm.it/toolbox/>
- 5) Masino A. Emphasis per l'ambiente, quando le piante danno spettacolo. *Torino Magazine* 2016; 124 (3): 82 - 83
- 6) Masino A., Gullino M.L. Un progetto tra Europa e Cina per la sicurezza alimentare. *L'informatore*

agrario 2016; 72 (16): 43 - 45

7) Masino A. Agroinnova per lo sviluppo economico locale. Protezione delle colture 2016; 9 (1): 3

8) Masino A. Net-working in progress. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/100306015465/net-working-in-progress>

9) Masino A. Attenzione! la tinta 'verde' oggi va di moda. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/99799628221/attenzione-la-tinta-verde-oggi-va-di-moda>

10) Masino A. L'evento che trascende il tempo. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/98875848727/evento-che-trascende-il-tempo>

11) Masino A. Comunicare un evento: ancora una volta vince la qualità. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/94803567350/comunicare-un-evento-ancora-una-volta-vince-la>

12) Masino A. Il momento del viaggiatore. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/95897862127/il-momento-del-viaggiatore>

13) Masino A. Marcarolo ai limiti dell'ignoto. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/92409469543/marcarolo-ai-limiti-dellignoto>

14) Masino A. Aiutiamoci e andremo più lontano. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/91434506036/aiutiamoci-e-andremo-piu-lontano>

15) Masino A. Salvate il pioniere kiwi. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/90926114168/salvate-il-pioniere-kiwi-cap-1>

16) Masino A. Rapiti da questo narrare. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/89843713772/rapiti-da-questo-narrare>

17) Masino A. Tu scegli, io osservo, marketing. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/87779242129/tu-scegli-io-osservo-marketing>

18) Masino A. Alla scoperta del Vermont. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/84534500828/alla-scoperta-del-vermont>

19) Masino A. Crisis core dell'editoria. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/81805119329/crisis-core-delleditoria>

20) Masino A. Fermate il rotocalco. Travel.Eat 2014;
<http://iedmastertravelfood.tumblr.com/post/81297678712/fermate-il-rotocalco>

Trattamento dei dati personali

I agree for access to my personal information according to DL 196/2003