

CURRICULUM VITAE



PERSONAL INFORMATIONS

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WORK EXPERIENCE

- 2012 – date **Invasioni Digitali** (Digital Invasions) (www.invasionidigitali.it) Co-founder
Born in 2012, Invasioni Digitali aims to stimulate the **active participation** in cultural heritage by engaging citizens and all cultural public in promoting culture, the beauty of the territories and history through the use of internet and social media. To date we have organized more than 1500 events in Europe, Australia, North America and South America with the participation of nearly 50,000 people in person and millions online. Invasioni Digitali has also been scaled in Europe through the [DIGINV](#) Project - Digital Invasions for the Promotion of Cultural Heritage. Main goals include the promotion of the reuse of data and images, digitization of archives, development of audience engagement strategies, use of technology applied to the cultural heritage sector, management of online communities.
- 2019 - 2024 **Università di Bologna** - [Master I Level in Tourism Enhancement and Management of Cultural Heritage](#) Lecturer
The course addresses the issue of communication of the cultural offer by identifying the target audience, the products, the methods and means of promotion. The methods for building communication plans related to specific attractions, destinations, itineraries are key subjects, with particular attention to **Tourist Experience Design** strategies and the universe of 'social' communication. Specific marketing techniques and the specificities of each means of communication.
- 2017 - date **Parole O_Stili** (www.paroleostili.it) Official Trainer
Social awareness project against violent languages online.
The Manifesto of Non-Hostile Communication is a commitment to shared responsibility for creating a respectful and civilized Internet that represents us and offers a sense of security. Written and adopted by a community of over 300 communicators, bloggers and influencers, it is a charter of 10 practical principles to guide online behaviour.
- 2011 - 2020 **Mind Lab Hotel** (www.mindlabhotel.com) Senior Consultant
Mind Lab Hotel is a consultant firm made by experts on Marketing, Social media management and Hotel management.
- 2006 - 2013 **Hotel Villa La Principessa - Hotel Universo - Palace Hotel**
During these years I've managed three different 4* hotels regarding strategic decisions as well as daily routine operations with a focus on all things related to social media, web reputation, audience engagement - how to attract guests valorizing the assets of the hotels and the city where it is located.

PUBLICATIONS, BOOKS, TALKS

- TEDx – “[Curiosity is an attitude](#)”
- E-SPACE Creative Marketing Workshop, Europeana, “Scuola Normale Superiore”, Pisa “[Co-creation, co-design and storytelling in the digital world](#)” - Workshop
- Digital Think-In, Museo MAXXI, Roma “[Audience Engagement, online e offline la creatività ci aiuta a stimolare la partecipazione dei visitatori](#)” - Workshop
- BTO “[User Engagement e User Journey Map](#)” - Workshop
- Europeana Creative Challenge, Barcelona “Digital Invasions” - Pitch
- TourismA “[Social media e musei, community engagement](#)” - Talk
- MuseumNext, Ginevra “[We love this Game](#)” - Talk
- Social Media Week, Roma “[Musei Digitali](#)” - Talk
- Museums and the Web, Baltimora “[Culture Counts](#)” - Digital Invasion during the conference
- Social Media Week, Milano “[Innovatori di Cultura](#)”
- Digital Heritage International Conference, Marsiglia “[Digital Invasions, co-creation of cultural value](#)”

- Books
- “[Marketification: la Società del Marketing](#)” 2023, Ed. Lupetti Editori
 - “[3D #DigitalInvasions: a crowdsourcing project for mobile user generated content](#)” *Postgraduate Journal of the Ironbridge International Institute for Cultural Heritage* (University of Birmingham)
 - Archeosocial, L’Archeologia riscrive il web. © 2018 by Dielle Editore VV.AA.
 - “[Information Technologies for Epigraphy and Cultural Heritage](#)”. *Proceedings of the First International EAGLE Conference* (Paris)
 - “Digital Invasions and the participation in the creation of cultural value” *X Report “Civita” on Digital Museums #socialmuseums VV.AA.*
 - Millennials and Cultural Heritage in the digital age. Consumption and cultural planning between present and future. Ed. Marsilio, 2019 VV.AA.

BOARDS AND COMMISSIONS

Board Member ALL DIGITAL
Management Board Europeana ENA
Member Steering Group Europeana Communicators
President Business Council WICCI - Italy-India Women Chamber of Commerce
Vice-President Italy, ALL - All Ladies League International
Member Hella Network - network of female professionals experts in communication

EDUCATION AND TRAINING

Università degli Studi di Napoli, Federico II
Undergraduate studies and Laurea, equivalent of graduate studies, in Pharmacy,
Medicinal and Pharmaceutical Chemistry, Degree in Pharmacy.

Secondary School/High School Specializing in Classical Studies
SS. Annunziata, Poggio Imperiale, Florence

I hereby authorize the processing of the personal data contained in this CV in compliance with the Italian Personal Data Protection Code (legislative decree 196 - 30/06/2003)

Marianna Marcucci