

## Contact

[www.linkedin.com/in/rodriguezflavia](https://www.linkedin.com/in/rodriguezflavia) (LinkedIn)

## Top Skills

Publicity

Film

Public Relations

## Languages

Italian (Native or Bilingual)

English (Native or Bilingual)

# Flavia Rodriguez

Esperta in Formazione Autobiografica, Responsabile Ufficio Stampa, Coach

Italy

## Experience

Joinfruit

Responsabile Ufficio Stampa

February 2021 - Present (4 years 5 months)

Libera Università dell'Autobiografia

Esperta in Metodologie di Scrittura Autobiografica

January 2016 - Present (9 years 6 months)

Anghiari, Tuscany, Italy

Esperta in Formazione autobiografica e nella raccolta biografica, Consulente Autobiografica, sono una delle Referenti Territoriali a Roma della Libera Università dell'Autobiografia di Anghiari (LUA). Progetto e conduco laboratori di scrittura autobiografica per aziende, privati e in contesti sociali, educativi e culturali, con l'obiettivo di promuovere la metodologia narrativa autobiografica come strumento di crescita personale e di gruppo. Come consulente, lavoro con persone che desiderino lasciare traccia della propria storia, o intraprendere un processo di consapevolezza attraverso la narrazione scritta di sé.

RCS MediaGroup (Sano & Leggero)

Giornalista

January 2019 - April 2022 (3 years 4 months)

Melarossa.it la tua dieta personalizzata

Giornalista

February 2016 - December 2019 (3 years 11 months)

Rome

Ornato Comunicazione

Freelance Publicist

2012 - December 2019 (7 years)

Press Agent in the movie industry. In charge of off line and on line communication. That includes production of press releases, direct relation with journalists and bloggers, placement on the web, creation of the digital

communication plan, management of the social media channels chosen for promotion and writing of social media contents.

## UNAPROA

Responsabile Ufficio Stampa

May 2016 - January 2018 (1 year 9 months)

Rome Area, Italy

## Triumph Group Co.

Project Manager

2003 - 2010 (7 years)

Rome

In charge of planning and organizing congresses and events in different fields.

That includes relation with guests and managing of their hospitality on location, planning of social events, organization of exhibit area, periodical budget and expenses control.

## Ristorazione In Galleria

General Manager

2004 - 2005 (1 year)

In charge of events organization, of commercial relationships with suppliers and clients and of managing human resources (54 employees working in the two cafes that the company ran inside Galleria Alberto Sordi).

From August 2004 responsible for the “La Dispensa” shop’s start up. The shop specialized in italian high level food products and culinary merchandising.

In charge of all shop activities, such as products research and selection, ordering, purchasing and of all collateral activities such as tastings or food and wine seminars.

## Planet Hollywood International

General Manager

2000 - 2002 (2 years)

In charge of maintaining the company standards for a high customer satisfaction, and of the ongoing operations of the unit and in particular :

- Marketing&Events: responsible for programming, organizing and supervising every event or function in the restaurant, from a press conference (eg. Presentation of the Mediaset show “Tequila&Bonetti”) to a media event (eg. live broadcast of the last episode of the Stream “Big Brother” tv show ), from

a company dinner (eg. annual Gala Dinner of Peroni&Anhauser-Busch) to private parties (eg. Bruce Willis birthday party ).

Coordination and supervision of all marketing activities, in collaboration with the Marketing Manager.

- F&B: responsible for supervising the restaurant's operations (320 covers), from suppliers and vendors relations to quality, hygiene (HACCP) and safety control.
- Human Resources: responsible for the managing and planning of the company manning, around 60 employees, excluding casual workers. Responsibilities included search and selection of personnel, deciding for hiring status, supervising and coordinating the training process, the evaluation and growth of personnel, allocating the annual vacation periods for all departments, supervising all weekly schedules.
- Merchandise: duties varied from ordering to cost control, to creating new products and deciding on prices policy.

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## Education

Libera Università dell'Autobiografia di Anghiari  
Metodologie di scrittura autobiografica · (2016 - 2022)

Scuola italiana Life e Corporate Coaching  
Life & Business Coach · (2016)