

GABRIELE MARINO | SCIENTIFIC CV

QUALITATIVE RESEARCH | MARKETING CONSULTANCY | WRITING, EDITING, TRANSLATION



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RESUME

I am a researcher and consultant in the field of Communication. I work with universities, private institutes, and companies. I have both an academic and journalistic background.

I studied Communication Sciences and Digital Humanities at the University of Palermo, Italy. My BA thesis about music journalism became a book. My MA thesis was the project of a website about musician John Zorn. I hold a PhD in Semiotics from the University of Turin, Italy. The thesis was about musical genres. The scientific papers I wrote so far are mainly about music (improvisation, categorizations) and online communication (social media, misinformation, viral phenomena). I work with CIRCe (Interdepartmental Research Centre on Communication, University of Turin), I teach Sociology of design at IAAD, Turin (in English) and Psychology of music at IED, Milan.

I have been doing qualitative social research on commission (Pomilio Blumm, Pescara; Episteme, Milan) and I have worked in a market research institute (baba consulting, Milan). I have worked as Marketing Specialist, social media manager, salesman, and B2B PR in a startup company (Wherabout, a Milan-based social mobile app).

I am editor and social media manager of the music magazine Sentireascoltare and columnist at Classic Rock Lifestyle. I write about the Internet and social media on Doppiozero. I created and run the social media profiles of the international review of semiotics Lexia.

I am President of the cultural association in memory of my father Nico, expert in local history and leader of the cabaret-folk group I Cavernicoli.

BASIC INFO AND CONTACTS

NAME AND SURNAME: Gabriele Marino

PLACE AND DATE OF BIRTH: Cefalù (Palermo, Italy), December 2nd, 1985

SEX: Male – NATIONALITY: Italian – MARITAL STATUS: Married

ADDRESS: Via Filippo Baldinucci, No. 28, 20158 Milan, Italy

WEBSITES: gabriemarino.it – fb.com/gm.enlaz – uniteo.academia.edu/GabrieleMarino

EMAIL: gaber.en@libero.it – PHONE: (+39)3395099399 – P.IVA: 06446160829

RESEARCH AREAS

- Semiotics and Sociosemiotics [SS]
 Music Studies and Popular Music Studies [PMS]
 Music Criticism and Musical Aesthetics [MA]
 Computer Mediated Communication [CMC]
 Local History [LH]

PUBLICATIONS

Note: Most of the pre-prints of the following publications can be found at unito.academia.edu/GabrieleMarino. Publications that are freely accessible online are provided with embedded hyperlinks (the underlined titles are clickable links to the full-text version of the publication).

Books (Monographs)

GABRIELE MARINO (2011), *Britney canta Manson e altri capolavori. Recensioni e dischi (im)possibili nel giornalismo rock*, Crac Edizioni, Falconara Marittima (AN, ITA), pp. 200, ISBN 978-88-97389-01-9 [MA, PMS] [Introduction](#)

Book chapters

GABRIELE MARINO (2016), “I Cavernicoli”, in *La musica folk. Storie, protagonisti e documenti del revival in Italia*, edited by Goffredo Plastino, Il Saggiatore, Milano, pp. 917-928, ISBN 9788842818540 [PMS, LH]

(in press), “What kind of genre do you think we are? Genre theories, genre names and classes within music intermedial ecology”, in Costantino Maeder & Mark Reybrouck, (Eds.), *Music, Analysis, Experience. New Perspectives in Musical Semiotics*, Leuven University Press, Leuven (BE), pp. 240-254, ISBN 978-94-6270-044-4 [PMS, SS] [Pre-print](#)

(2014), “Keep calm and Do the Harlem Shake: meme, Internet meme e meme musicali”, in Isabella Pezzini & Lucio Spaziante (Eds.), *Corpi mediati. Semiotica e contemporaneità*, Edizioni ETS, Pisa (ITA), pp. 85-105, ISBN 978-884674071-7 [SS, CMC, PMS] [Pre-print](#)

Refereed articles

GABRIELE MARINO (2016), *Testualità online e ludicità scomponibile: dalla viralità alle pratiche memetiche*, in “Carte Semiotiche” 3/2015, “Strategie dell’ironia nel Web”, edited by Riccardo Finocchi, pp. 100-117, ISBN 978-88-98811-20-5 [SS, CMC]

(2016), “Analgrammi Politica, sesso, religione e attualità nei pizzini adesivi sparsi per il centro di Torino”, in *Gamification urbana. Letture e riscritture ludiche degli spazi cittadini, I saggi di Lexia XX*, edited by Mattia Thibault, pp. 249-271, ISBN 978-88-548-9288-0 [SS]

(2015), [*Semiotics of spreadability: A systematic approach to Internet memes and virality*](#), in “Punctum”, Vol. 1, No. 1, “Semiotics of the Web” monographic issue, edited by Gregory Paschalidis, pp. 43-66, dx.doi.org/10.18680/hss.2015.0004 [SS] [CMC]¹

(2014), [*Le drop et les choses. Prolegomeni a una sociosemiotica del dubstep*](#), in “Philomusica on-line”, Vol. 13, No. 2 (2014), “Just for Dancing? Studi italiani sulle musiche elettroniche popular all’alba del terzo millennio” monographic issue, edited by Nicola Bizzaro & Alessandro Bratus, pp. 21-41, ISSN 1826-9001 [SS, MA, PMS]

(2014), [*Trompe-l’oreille. Note sulla musica che inganna*](#), in “Lexia”, No. 17-18, “Immagini efficaci/Effacious images” monographic issue, edited by Massimo Leone, pp. 365-406, ISSN 1720-5298-17, ISBN 978-88-548-7680-4, DOI 10.4399/978885487680419 [SS, MA] [Pre-print](#)

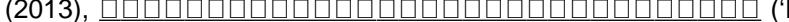
¹ Double-blind peer review.

(2014), *L'estasi dell'influenza: John Zorn e la transtextualità come paradigma*, in "Estetica. Rivista di studi e ricerche", No. 1/2014, "Ladri di musica: filosofia, musica e plagio/Theives of Music: Philosophy, Music and Plagiarism" monographic issue, edited by Alessandro Bertinetto, Ezio Gamba, and Davide Sisto, pp. 141-160, ISSN 20-39-6635, ISBN 978-88-548-7752-8, DOI 10.4434/ESR.20396635.052014.11 [MA, SS]² Pre-print

Other articles³

GABRIELE MARINO (2015) "Verità, autenticità, novità e generi musicali", in *Dire la natura. Ambiente e significazione, I saggi di Lexia XVII*, edited by Guido Ferraro, Alice Giannitrapani, Gianfranco Marrone, and Stefano Traini, pp. 393-400, ISBN 978-88-548-8662-9 [SS] [PMS] [MA]

(2014), *Cucinare male. Semiotica del cibo che fa passare l'appetito*, in "E/C" online, ISSN 1970-7452 [SS, CMC]

(2013),  ('Britney sings Manson and other masterpieces. (Im)possible reviews and records in rock journalism'; translated from English into Chinese by Yang Hui, Ph.D.c., Sichuan International Studies University), in "Signs & Media", No. 7, edited by Hu Yirong & Zhao Xingzhi, Sichuan University Press, Chengdu (China), pp. 148-157, ISBN 978-7-5614-7114-2 [MA, PMS]

(2013), *Musichaosmos. Intersoggettività, gioco e costruzione del senso nell'improvvisazione eterodiretta*, in "E/C", No. 15-16, "Il senso delle soggettività. Ricerche semiotiche" monographic issue, edited by Dario Mangano & Bianca Terracciano, Edizioni Nuova Cultura, Roma, pp. 101-110, ISSN (online) 1970-7452, ISSN (print) 1973-2716, ISBN 978-88-6812-155-6 [SS, MA]

Co-authored articles

GABRIELE MARINO & BIANCA TERRACCANO (2015), *La Grande Bellezza italiana*, in "Storytelling Europe", "ICS Magbook", No. 1, January 2015, Fausto Lupetti Editore, Bologna (ITA), pp. 130-163, ISBN 978-88-6874-097-9 [SS, CMC]

& VINCENZO SANTARCANGELO (2014), *Improvvissazione e incorporazione. Note tra enattivismo e sociosemiotica a partire dalla Conduction di Butch Morris*, in "Il Sileno/Filosofi(e) Semiotiche", Vol. 1, No. 1, "Segni in azione: sguardi, gesti, parole/Signs in action: looks, gestures, words", edited by Giorgio Lo Feudo, pp. 49-56, ISSN 2279-7157 [SS, MA]⁴

& VINCENZO SANTARCANGELO (2014), "The enactment of Conduction: conducted improvisation as situated cognition", in Donald Glowinski, Giacomo Lepri, and Andrea Pedrina (eds.), *SysMus13, Sixth International Conference of Students of Systematic Musicology, Genoa, Italy, September 12-14, 2013. Proceedings*, Casa Paganini-InfoMus Research Centre, DIBRIS-University of Genoa, Genoa (ITA), pp. 7-12, ISBN 978-88-909096-1-0 [SS, MA]⁵

Refereed abstracts

GABRIELE MARINO (2013), "What kind of genre do you think we are?. From technique to lyrics, 'genre definers' within music intermedial ecology", in Mark Reybrouck, Costantino Maeder, André Helbo, and Eero Tarasti (eds.), *Music, Semiotics, Intermediality. E-proceedings of the XII international congress on Musical Signification. Abstracts and extended abstracts*, Centro di Studi Italiani, Université Catholique de Louvain-la-Neuve, and Section of Musicology, Katholieke Universiteit Leuven (BE), pp. 113-116, ISBN 978-90-9027424-9 [PMS, SS]

² Double-blind peer review.

³ Published according to the mandatory advice of the editorial board.

⁴ Double-blind peer review.

⁵ Published according to the mandatory advice of the editorial board.

Co-authored refereed abstracts

GABRIELE MARINO & VINCENZO SANTARCANGELO (2013), “The enaction of Conduction: conducted improvisation as situated cognition”, in Manuela M. Marin, Michelle Phillips, and Donald Glowinski (eds.), *SysMus13, Sixth International Conference of Students of Systematic Musicology, Genoa, Italy, September 12-14, 2013, Abstracts*, Casa Paganini-InfoMus Research Centre, DIBRIS-University of Genoa, Genoa (ITA), pp. 36-37, ISBN 978-88-909096-0-3 [SS, MA]

Editorships

GABRIELE MARINO with MARCO FAILLA and GIUSEPPE FAZIO (2015, Eds.), *Arte e Storia delle Madonie. Studi per Nico Marino, Vol. III*, Ass. Cult. “Nico Marino” & Lulu Press, Cefalù (PA, ITA) & Raleigh (NC, US), pp. 198, ISBN 978-1-326-44081-7 [LH]

_____ with MARCO FAILLA and GIUSEPPE FAZIO (2014, Eds.), *Conoscere il territorio: Arte e Storia delle Madonie. Studi in memoria di Nico Marino, Vol. II*, Ass. Cult. “Nico Marino” & Lulu Press, Cefalù (PA, ITA) & Raleigh (NC, US), pp. 185, ISBN 978-1-326-03409-2 [LH]

_____ with ROSARIO TERMOTTO (2013, Eds.), *Conoscere il territorio: Arte e Storia delle Madonie. Studi in memoria di Nico Marino, Vol. I*, Ass. Cult. “Nico Marino” & Lulu Press, Cefalù (PA, ITA) & Raleigh (NC, US), pp. 235, ISBN 978-1-291-58694-7 [LH]

Associated editorships

“Analitica”, Vol. 7 (2014), “Contatti Sonori/Sound Contacts” monographic section, ISSN 2279-5056 [SS]

Several issues of “Lexia” and “I saggi di Lexia” (2012-present)

TALKS

International conferences

March 3, 2015 – “*I want to believe*”. *Social networks and the rhetorics of “conspiratards”* (paper co-authored with Ilaria Fiorentini, Ph.D., University of Pavia & Free University of Bolzano), “Conspiracy Theories in the Current European Crisis: Argumentation Strategies, Cognitive Concepts, Stereotype Formation and Pictorial Rhetoric”, University of Potsdam, Potsdam, Germany [SS, CMC]⁶ [Abstract](#)

November 19, 2014 – With BIANCA TERRACCIANO (Ph.D., Sapienza University of Rome) and ANNA MARIA LORUSSO (Prof., University of Bologna), *Social-telling: la grande bellezza italiana*, in ICS Rome 2014, “Storytelling: la sfida europea dell’heritage communication”, Confindustria, Rome [SS, CMC] [Video](#)

September 16, 2014 – *Preliminary notes to a plastic semiotics and a phonographic enunciation theory of music*, in the “Musical Semiotics” session coordinated by Eero Tarasti and Gabriele Marino, 12th World Congress of Semiotics, “New Semiotics: Between Tradition and Innovation”, New Bulgarian University, Sofia, Bulgaria [SS, PMS] [Abstract](#)

July 22, 2014 – *Approaching the ‘meandertale’: ‘translace’, ‘translout’, ‘transluding’*. *On the untranslatability of Joyce’s Finnegans Wake*, in the “Semiotics” session chaired by Rosamaria Loretelli, IGEL Conference 2014, International Society for the Empirical Study of Literature and Media, University of Turin, Italy [SS] [Abstract](#)

June 3, 2014 – *Back to the Eighties: Past, Imitation, Nostalgia, Revival*, in the “Fernando, Kojak and Other Music’s Meanings. Session in honour of Philip Tagg (II)” coordinated by Jacopo Tomatis, ICoN2014, 1st International Congress of Humanities, “The Role of Humanities in Contemporary Society: Semiotics, Culture, Technologies”, International Semiotics Institute, Kaunas University of Technology, Kaunas, Lithuania [PMS, SS] [Abstract](#)

⁶ Invited speaker.

April 10, 2014 – *Writing about imaginary music (is like dancing about real music). From The Masked Marauders (1969) to Spears sings Manson (2006)*, in the “Critics” session chaired by Simone Varriale, “Studying Music. An International Conference in Honour of Simon Frith”, University of Edinburgh, UK [MA, PMS] [Video](#)

September 13, 2013 – *The enaction of conduction: conducted improvisation as situated cognition* (paper co-authored with Vincenzo Santarcangelo), in the session “Joint action outcomes in music performance” chaired by Stefano Piana, SysMus13-Sixth International Conference of Students of Systematic Musicology, Casa Paganini-InfoMus, Genoa, Italy [SS, MA]

June 21, 2013 – *(Un)masked and anonymous: Burial's denied profile and the memory of English underground music*, in the session “Underground, local and postcolonial”, “Mad Dogs & Englishness: Popular Music and English Identities”, St. Mary's University College, Twickenham, London, UK [SS, PMS]

April 4, 2013 – *What kind of genre do you think we are? From technique to lyrics, ‘genre definers’ within music intermedial ecology*, in the “Intermediality” session chaired by Gabriele Marino, ICMS12-XII International Congress on Musical Signification, “Music, semiotics, and intermediality”, Catholic University of Louvain, Louvain-la-Neuve, Belgium [PMS, SS]

Other conferences

May 7, 2015 – *Analgrammi. Politica, sesso, religione e attualità nei “pizzini” sparsi per il centro di Torino*, in “Mettiamo in gioco la città! Gamification urbana e cittadini giocatori”, organized by Dott. Mattia Thibault, Fondazione Fondo Ricerca e Talenti, Turin and University of Turin, Italy [SS] [Slides](#) | [Video](#)

October 24, 2014 – With BIANCA TERRACCANO (Ph.D., Sapienza University of Rome), *La grande bellezza italiana. Percezioni e rappresentazioni sui social*, in the session “Comunicare il ‘naturale’ e la ‘bellezza’” chaired by Stefano Traini [SS, CMC]; “*Skrillex is not real dubstep*”. *Generi e autenticità nella popular music*, in the “Natura dell'autentico” session coordinated by Massimo Leone [SS, PMS], “Tra natura e storia. Naturalismi e costruzione del reale”, XLII Congress of AISS-Italian Association for Semiotic Studies, University of Teramo, Italy. [Abstract](#)

May 27, 2014 – Participation in the roundtable of the conference “FReak ZAPPing. Scorcii su Frank Zappa”, organized by Maurizio Corbella, Cecilia Malatesta, Davide Stefani, and Francesco Stringhetti, University of Milan, Italy [PMS, MA]

October 4, 2013 – *Keep Calm and Gangnam Style: viral, meme musicali e musiche memetiche, dal social al ‘sociale’*, in the session “Gioco senza frontiere: mobilità digitale e ludicità diffusa nelle estetiche del quotidiano” organized by Massimo Leone, XLI Congress of AISS-Italian Association for Semiotic Studies, “Arti del vivere e semiotica. Tendenze, gusti, estetiche del quotidiano”, Dipartimento di Scienze per la Qualità della Vita del Campus di Rimini dell'Università di Bologna and Uni.Rimini S.p.A., Rimini, Italy [SS, CMC]

Posters

September 19-20, 2014 – *Semiotics of the plastic arts, enunciation theory, and mediated music*, in the panel “Analysis Beyond Notation in XX and XXI Century Music” organized by Alessandro Bratus & Marco Lutzu, EuroMAC 2014 Leuven, 8th European Music Analysis Conference, Catholic University of Leuven, Belgium [SS]

January 23, 2014 – *Voci senza senso. Voci-strumento e testi non lessicali nella popular music contemporanea*, in the poster session of the X National Congress of AISV-Italian Association for Voice Sciences, “Aspetti prosodici e testuali del raccontare: dalla letteratura orale al parlato dei media”, University of Turin, Italy [SS, MA, PMS]

TEACHING

Since April 2015, “Expert” (“Cultore della materia”) in Philosophy and Theory of Languages (M-FIL/05), University of Turin, Italy

Courses

February 2016 – June 2016 – Course of “Teoria della percezione e psicologia della forma: Suono e cognitivismo applicato” (Semiotics of Sound Design), IED-European Institute of Design, Milan, Italy [SS]

February 2016 – June 2016 – Course of “Sociology of Design” (in English), IAAD-Institute of Applied Arts and Design, Turin, Italy [SS]

February 29 – May 29, 2015 – Course of “Sociology of Design” (in English), IAAD-Institute of Applied Arts and Design, Turin, Italy [SS]

December 2014 – Five lessons on the semiotics of music for the course of Philosophy and Theory of Language (“Filosofia e teoria dei linguaggi”) held by Prof. Antonio Santangelo, eCampus University, Novedrate (Como), Italy [SS]

Seminars

June 3, 2016 – *Viralità e contagio: forme e dinamiche della propagazione online*, lesson in the seminar “Incontri sul Senso. Semiotica della viralità: per una epidemiologia del senso/Semiotics of Virality: For an Epidemiology of Meaning”, organized by Prof. Massimo Leone, Gabriele Marino, and Mattia Thibault, CIRCe, University of Turin, Italy [SS, CMC]

December 9, 2015 – *Viralità e semiotica*, lesson in the course of Semiotics held by Prof. Salvatore Zingale, Polytechnic University of Milan, Italy [SS, CMC]

February 25, 2015 – “*Ci credo quindi è vero*”. *Social network e retoriche del “gombloppo”* (paper co-authored with Ilaria Fiorentini), conference in the seminar “Incontri sul Senso. Il senso del complotto: cospirazione e mistero nella comunicazione/The Meaning of Conspiracy: Plot and Mystery in Communication”, organized by Prof. Massimo Leone, CIRCe, University of Turin, Italy [SS, CMC] [Video](#)

May 3, 2014 – *Musica e semiotica: una introduzione*, lesson in the course of Semiotics held by Prof. Massimo Leone, University of Turin, Italy [SS]

May 21, 2013 – *Introduzione alla semiotica*, lesson in the seminar “Linguistica e linguistiche”, organized by Prof. Marina Castagneto, The University of Eastern Piedmont “Amedeo Avogadro”, Vercelli, Italy [SS]

March 23, 2013 – *Breve introduzione alla semiotica della musica (e ai discorsi sulla musica)*, lesson in the course of Semiotics held by Prof. Massimo Leone, University of Turin, Italy [SS, PMS]

March 14, 2013 – *Trompe-l'oreille: dall'acusma a Britney canta Manson*, conference in the seminar “Incontri sul senso. L’agentività delle immagini: come fare cose con le immagini”, organized by Prof. Massimo Leone, CIRCe, University of Turin, Italy [SS, MA] [Video](#)

September 29, 2012 – *Musichaosmos. Intersoggettività, gioco e costruzione del senso nell’improvvisazione eterodiretta*, in the session “Soggetti di confine” organized by Massimo Leone and Ugo Volli, XL Congress of AISS-Italian Association for Semiotic Studies, “Semiotica delle soggettività”, University of Turin, Italy [SS, MA] [Abstract](#) | [Video](#)

November 25-26, 2008 – *L’universo popular: un’introduzione*, lesson in the course of Methodology of Music Criticism held by Prof. Ivano Cavallini, University of Palermo, Italy [MA, PMS]

Collaboration to examinations

Since 2012 – Courses of “Semiotics”, Prof. Massimo Leone, University of Turin, Italy [SS]

Since 2012 – Courses of “Text Semiotics” and “Philosophy of Communication”, Prof. Ugo Volli, University of Turin, Italy [SS]

Collaboration to theses (advisory and co-tutorship)

Ongoing – CARLOTTA SILLANO, *Enclosing Soundscape. Una prospettiva semiotica*, MA thesis in Semiotics, supervised by Prof. Massimo Leone, University of Turin, Italy [SS]

2014 – FLAVIO Bosso, *Semiotica degli Zen Circus*, BA thesis in Semiotics, supervised by Prof. Massimo Leone, University of Turin, Italy [SS, PMS]

2014 – LOREDANA RECCHIA, *Un medium ignorato: l'amplificazione sonora*, MA thesis in Communication and Media Studies, supervised by Prof. Peppino Ortoleva, University of Turin, Italy [PMS]

2012 – TERESA LAUS, *John Zorn: Klezmer e jazz*, BA thesis in History of Hebraism, supervised by Prof. Valerio Marchetti, University of Bologna, Italy [MA]

2012 – MARTA BUSSI, *Gli omaggi musicali di John Zorn: analisi di Chimeras*, MA thesis in Musicology and Performance Arts, supervised by Prof. Paolo Pinamonti, University “Ca’ Foscari”, Venice, Italy [MA]

RESEARCH GROUPS

Since 2014 – Research Group on Italian Popular Music of the 1980s and 1990s, with Jacopo Conti (Ph.D., University of Turin, Italy), Errico Pavese (Ph.D., University of Trento, Italy), and Jacopo Tomatis (Ph.D.c., University of Turin, Italy), with the supervision of Prof. Franco Fabbri (University of Turin, Italy) [PMS]

Since 2012 – CIRCe-Interdepartmental Centre for Research on Communication, University of Turin, Italy), directed by Prof. Ugo Volli (University of Turin, Italy) [SS]

EDITORIAL BOARDS

Since 2015 – Editor of “Vox Popular”, the journal of Italian IASPM-International Association for the Study of Popular Music [SS, MA, PMS]

2014-2015 – Editor of the journal of music studies “*Analitica*” and manager of its social networks accounts [SS, MA, PMS]

Since 2009 – Editor of the music magazine “*Sentireascoltare*” (with more than 300 articles, mostly concerning electronic popular music) and co-manager of its social networks accounts [MA, PMS]

MEMBERSHIPS

2014 – GATM-Group of Music Analysis and Theory [MA, PMS]

Since 2012 – AISS-Italian Association for Semiotic Studies [SS]

2011, 2014 – IASPM-International Association for the Study of Popular Music, Italian section [PMS]

ORGANIZATION OF EVENTS

July 16, 2016 – “Umberto E. Vita privata di un genio”, a public conference about the late Umberto Eco, with Maurizio Ferraris and Cesira Antonucci Tarolla as guest speakers, hosted by Festival Classico, Canelli (Asti) [SS]

June 11, 2016 – “Il caso LuttaZZI”, a public conference about Daniele LuttaZZI’s alleged plagiarism organized and presented along with linguist Emanuele Miola, hosted by Festival Classico, Canelli (Asti) [SS]

May 6, 2016 – “Youtuber day: Il cinema, YouTube, la critica”, a public conference with youtubers (Barbie Xanax, Federico Frusciante) and scholars (Vito Campanelli, Agata Meneghelli, Franco Maroneo) focussing on the relationships between cinema and contemporary digital media, hosted by Future Film Festival, Bologna [SS, CMC]

November 2015 – June 2016 – “Incontri sul senso 2015-2016: Semiotica della viralità / Semiotics of Virality”, series of doctoral lessons and international conferences about viral phenomena, CIRCe, University of Turin (in collaboration with Prof. Massimo Leone and Mattia Thibault [SS] [CMC]

September 26, 2014 – “Storie in gioco. Percorsi di senso”, stand organized by the semiotic group of Turin (CIRCe/“Lexia”) at the “Researchers’ Night 2014”, Piazza Castello, Turin, Italy – Popular scientific activities related to semiotics [SS]

September 16-20, 2014 – 12th World Congress of Semiotics, IASS/AIS-International Association for Semiotics Studies, “New Semiotics: Between Tradition and Innovation”, New Bulgarian University, Sofia, Bulgaria – Promotion, social media management, and relations with the invited speakers [SS]

September 28-30, 2012 – XL Congress of AISS-Italian Association for Semiotic Studies, “Semiotica delle soggettività”, University of Turin, Italy – Logistics, promotion (YouTube teaser), and social media managing [SS]

September 1, 2004 – “Cheap Thrills: un omaggio a Frank Zappa”, City of Cefalù (Palermo), Italy – Organizer and presenter [MA]

CONSULTANCY AND COMMISSIONED WORKS

September 2015-June 2016 – Marketing consultancy at Wherabout S.r.l., a Milan-based start up whose product was a social mobile app offering a selection of events and discounts; with the title of “Marketing specialist”, I actually held different jobs, all of them in turn and at the same time: app debugging and testing, sales and public relations (B2B-B2C), social media management, strategy, copy, art [SS, CMC]

January 2016 – In-depth interviews and discourse analysis. Topic: active ageing. Customer: Sindacato dei Pensionati Italiani, via Episteme (research institute on social change and markets, Milan) [SS]

September-October 2015 – Qualitative research consultancy (semiotic analysis of trends, brand positioning etc.) and social media management. Customer: baba consulting (market research institute, Milan) [SS, CMC]

May-June 2015 – In-depth customers interviews, discourse analysis, and application of Mark and Pearson’s “archetypes” model. Topic: health and life insurance. Customer: Mediolanum bank, via Episteme (research institute on social change and markets, Milan) [SS]

September-December 2014 – Sociosemiotic analysis of Instagram and Twitter posts related to the topic of ‘Italian beauty’. Customer: Pomilio Blumm, communication company. In collaboration with Bianca Terracciano, and with the supervision of Daniela Panosetti (Ph.D., University of Bologna) [SS]

April-May 2013 – Sociosemiotic analysis of the post-election ‘sentiment’ on the social networks. Customer: Pier Ferdinando Casini, politician. Supervised by Daniela Ghidoli (Ph.D., University of Turin) [SS]

EDUCATION AND SCHOLARSHIPS

March 19, 2015 – Ph.D. in “Language and Communication Sciences”, “Doctoral School in Humanities” (XXVII cycle, 2012-2014), University of Turin, Italy, “Excellent”. Thesis: *Suoni di un futuro passato: per una sociosemiotica del dubstep. Dinamiche nel sistema dei generi e discorsi sulla “novità” nella popular music contemporanea*, tutored by Prof. Guido Ferraro

September 8-18, 2012 – Scholarship for the XVIII Early Fall School in Semiotics, “Food and Cultural Identity”, Sozopol, Bulgaria; organized by the New Bulgarian University (Sofia, Bulgaria) and CIRCe (University of Turin, Italy)

October 31, 2011 – MA in Digital Humanities, University of Palermo, Italy, 110/110 cum laude. Thesis: Zornology.com: mapping John Zorn on the web. Progetto di riferimento site storico-critico su John Zorn, compositore e performer prismatico, supervised by Prof. Ivano Cavallini

July 22, 2008 – BA in Communication Studies, University of Palermo, Italy, 110/110 cum laude. Thesis: Paesaggi immaginari: critica ufonica e discografia potenziale. Recensioni e dischi (im)possibili nel giornalismo rock, supervised by Prof. Ivano Cavallini

June 2004 – High school diploma in Classical Studies, “Istituto Superiore Mandralisca”, Cefalù (Palermo), Italy, 100/100 cum laude. Paper: Chaosmos: la complessità della realtà. Un percorso a partire dal Finnegans Wake di Joyce

LANGUAGES

Italian: native speaker

English: advanced speaker

Spanish and French: able to read and understand in oral interaction

Latin and Ancient Greek: able to read and translate

INFORMATICS SKILLS

Microsoft Office (Word, Power Point, Publisher, Excel)

Advanced navigation and information retrieval over the Internet

Advanced social media management (Facebook, Twitter, YouTube)

HTML-CSS computing and database management (Wordpress)

Image editing (Lightroom)

WORKING SKILLS

Text writing and editing

EN/IT – IT/EN translation

Team work

Communication and project design

Problem analysis and solving

OTHER ACTIVITIES

Since February 2015, contributor at “Classic Rock Lifestyle Italia”

Since February 2015, Web analysis columnist at “Doppiozero”

December 2014, submitter of a “UbuWeb Top Ten”

Since 2014, Italian-English consultant translator for the local companies “Cefalù Home” and “Pesce Azzurro Cefalù S.r.l.”, Cefalù (Palermo), Italy

Since 2014, co-manager of the social networks accounts of the IASS/AIS-International Association for Semiotic Studies

Certified teacher for the subject “Methodologies and Techniques of Communication” (Code ABPC67) at the “Albertina” Academy of Fine Arts, Turin, Italy (protocol No. 2658, November 25, 2013)

Since 2013, president of the cultural association “Nico Marino”, dedicated to the eponymous expert in local history and cabaret-folk author and performer, leader of the group “I Cavernicoli” (Cefalù PA, Italy, 1948-2010)

Since 2012, creator and manager of the social networks accounts of the international review of semiotics “Lexia”

Former contributor of the magazines “AmnesiaVivace” (2008-2009), “Del Rock” (2009-2011), and “BeObjective” (2009-2010)

Former collaborator, as a promoter of musical events, of “Fondazione Culturale Mandralisca” (2008-2009), Cefalù (Palermo), Italy

Former amateur drummer. Discography: the tracks *Ippopotamo* and *Fango*, by CARNE, in Vv. AA., Fonderie Jazzcore – Colata in Jazzcore a Contropessione, Impatto Sonoro (ITA), 2013

Former amateur illustrator. Published works: the cover artwork of the book Marco Maurizi, L'utopico e il mostrooso: Romero, Herzog, Dick, Nagai, Zappa, Lulu Press, Raleigh (NC, US) 2011; 20th in the Stones Throw Records “My Vinyl Weighs a Ton” poster contest (artwork)

Milan, Italy
July 25th 2016

