

## GABRIELE MARINO / RESUME

QUALITATIVE RESEARCH – MARKETING CONSULTANCY – SOCIAL MEDIA –  
WRITING, EDITING, TRANSLATION (EN-IT) – SALES – PUBLIC RELATIONS

### PROFILE

I work in the field of Communication as a researcher and consultant. I collaborate with universities, private institutes, and companies.

I have both an academic and journalistic background. I am familiar with professional writing and speaking in public—Both in Italian and English.

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 studied Communication at the University of Palermo and hold a PhD in Language and communication sciences (i.e. Semiotics) from the University of Turin. I have been attending – and organizing – national and international conferences, publishing scientific papers, and teaching classes.

I am editor and social media manager of the music magazine “Sentireascoltare”, columnist at rock magazine “Classic Rock Lifestyle” and cultural magazine “Doppiozero”. I founded and run the social media profiles of the international review of semiotics “Lexia”.



### CONTACT INFO

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

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## EDUCATION

I studied Communication (BA) and Digital Humanities (MA) at the University of Palermo (110/110 cum laude). I hold a PhD in Language and Communication Sciences (i.e. Semiotics) from the University of Turin.

My BA dissertation was about music journalism and was published as a book with the title "Britney canta Manson e altri capolavori". My MA was the project of a website on musician John Zorn. My PhD was about musical semiotics and musical genres.

## RESEARCH

I have been studying musical and online communication from the standpoint of semiotics. As regards the former area, I have been interested in improvisation and categorizations. As regards the latter, I have been interested in social media (Facebook), misinformation (hoaxes, pseudo-scientific knowledge, conspiracy theories), and viral phenomena (from emoticons and hashtags to Internet memes and selfie fads).

My most recent area of inquiry are emerging lifestyles and ideologies (veganism, post-humanism, accelerationism).

I have been attending – and organizing – national and international conferences, publishing scientific papers, and book chapters.

I have been teaching classes about musical semiotics, semiotics of design, and online communication—Both in Italian (University of Turin; IED, Milan) and English (IAAD, Turin).

I have been doing qualitative social research on commission by private institutes and communication agencies—I did both traditional in-depth interviews (Episteme, Milan) and state-of-the-art sociosemiotic netnographies (Pomilio Blumm, Pescara).

I have conceived and presented public events concerning contemporary mediascapes and textual practices ("YouTuber Day", Future Film Festival, Bologna; "Il caso Luttazzi", Festival Classico, Canelli-Asti).

## SOCIAL MEDIA

In 2012 I created the social network profiles related to "Lexia", the international review established by the semioticians at the University of Turin. Lexia's Facebook page, which I run, is now the leading one in the field, worldwide, with more than 2,000 likes—Quite a tiny number in general terms, but a remarkable result for such a specific area within social sciences. On YouTube I have been uploading the videocasts of our scientific activities (most of them, shot by myself), namely more than 50 videos of lectures by the leading international scholars, including the late Umberto Eco.

## **JOURNALISM**

In 2009 I started writing about music for the magazine “Sentireascoltare”—Based in Bologna, launched in 2002, now one of the leading ones in the field. By 2010 I became part of the editorial staff, editing others’ articles, recruiting new collaborators, and co-running the Facebook page—Which counts now more than 60k likes. By now, I have written some 300 articles (news, reviews, monographs, interviews, live reports), mostly about electronic popular music (hip hop, techno, house, dubstep).

I also write about rock music icons on “Classic Rock Lifestyle” and about the Internet and social media on “Doppiozero”.

## **MARKETING**

I have worked as an assistant at baba consulting, a market research institute based in Milan (Sept-Oct. 2015).

I have worked at Wherabout, a Milan-based startup company whose product is a social mobile app offering a selection of events and discounts (Nov. 2015-June 2016). Being a startup, although my job title was “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.

## **LANGUAGES**

An Italian native speaker, I speak and write in English fluently. I can understand Spanish and French (I do not speak them).

## **WORKING SKILLS**

Professional text writing and editing, EN-IT/IT-EN translation, team work, communication and project design, problem analysis and solving.

## **INFORMATICS SKILLS**

Microsoft Office, HTML coding, Wordpress and basic DB, advanced information retrieval over the Internet, social media management, graphics (from photo shooting to image editing).

## **OTHER**

I am a former amateur illustrator (some drawings of mine have been sporadically used for publications and online resources) and drummer (two authored tracks of my band “Carne” were published on a national compilation).