

## ALEXIA BORO

### SUMMARY

Director of Communications and External Affairs motivated and oriented toward a personalization strategy, focused but flexible, and versatile and with an individual's capacity to perform under pressure. Expert in media, web and social relations, marketing strategy and imaginative and effective public relations policies. Recognized communication skills and a talent for the development of public relations and innovative marketing and communication strategies.

### PROFICIENCY

- Strategic management: building reputation, audience engagement, communication and promotion strategies online, offline and below the line, creation of original and creative educational programs constantly in dialogue with the international stakeholders network in which I have been working and cooperate with in the last 15 years;
- Community awareness: strengthened relationship with the Comune di Venezia, Regione del Veneto, Ca' Foscari University of Venice, Confindustria Venezia and the most relevant public and private Foundations and Institutions in Venice and Italy;
- Strong PR relations: in particular with the Advisory Board (<http://www.guggenheim-venice.it/inglese/membership/board.html>) and the Institutional Patrons (<http://www.guggenheim-venice.it/corporate/index.html#>) of the Peggy Guggenheim Collection, the Trustees of the Solomon R. Guggenheim Foundation (<https://www.guggenheim.org/foundation>), the Guggenheim Intrapresae group (<http://www.guggenheim-venice.it/corporate/index.html>);
- Expertise concerning press and marketing strategies: special attention to the evolution of communication tools and habits in particular with the event of influencers, youtubers and bloggers and the Storytelling narrative techniques;
- Strong written and oral communication skills;
- Planning of programs and events and their promotion: from HappySpritz@guggenheim, which has become a format in Italy as an engagement event for the young audience in the art world, in collaboration with MTV and Aperol, to Kids Creative Lab (<http://kidscreativelab.ovs.it/>), in collaboration with OVS, to Doppio Senso (<http://www.guggenheim-venice.it/doppio-senso/percorsi-tattili.html>), the planning of new educational programs is strongly connected with their communication offline and to the powerful eco generated by social media platforms;
- Presentations for the executive team of the Collection and the Foundation.

### PROFESSIONAL EXPERIENCE

04/2022 to date

Director of Procuratie – The Home of The Human Safety Net

- Strategic Leadership: Define the vision and mission of the Home, ensuring all activities align with strategic goals.
- Operational Management: Oversee daily operations, ensuring processes are efficient and effective.
- Resource Development: Identify and secure funding and resources necessary to support programs and initiatives.
- External Relations: Maintain and develop relationships with partners, donors, and other organizations to promote the organization's mission.
- Staff Management: Recruit, train, and motivate the team, fostering a positive and productive work environment.

- Monitoring and Evaluation: Assess the impact of programs and initiatives, using data to continuously improve activities.
- Communication: Manage internal and external communication, ensuring the organization's message is clear and consistent.

08/2007 to 03/2022

Director of Communications and External Affairs

Peggy Guggenheim Collection, Venice

- Design and implementation of the business plan's strategic objectives;
- Organization representative to stakeholders, sponsors and government officials and other external sources;
- Development of innovative marketing and PR strategies;
- Management of activity programs aimed at the public promoting the museum's mission and strengthening its positive perception by visitors, members and stakeholders;
- Management of all internal, external and emergency communications;
- Consultations with advertising agencies to develop promotional campaigns on all types of support;
- Drafting and editing of content for organizational publications, including employees' newsletters and relations with the Advisory Committee and the supporting companies;
- Writing and editing of articles, web content, advertising articles, periodicals and publications for internal and external audiences.

12/2004 to 08/2007

Press and Communications Officer

Peggy Guggenheim Collection, Venice

- Promotion of museum activities with the national and international press through the creation and dissemination of printed material related to the programs of the museum;
- Preservation of the brand's integrity by monitoring the consistency and quality of the marketing content;
- Management and coordination of marketing activities and policies to promote programs and services;
- Development of web site traffic through the creation of an integrated social media strategy;
- Development and implementation of campaigns via e-mail, online advertising, search engines and direct mail;
- Management of a marketing campaign for search engines using reliable links and search tactics through key and technical words;
- Definition and monitoring of the campaigns' effectiveness and consequent adjustment of strategies.

04/2000 to 12/2004

Visual Arts and Architecture Press Office Assistant

La Biennale di Venezia Foundation, Venice

- Relations with national and international press for the promotion of the Biennale of Visual Arts and Architecture;
- Diffusion of press releases, notices and images to the media for the announcement of public relations events and activities;
- Organization and management of press conferences and the production of press kits to be distributed to journalists.

02/2002 to 06/2006

Adjunct lecturer (professore a contratto) at Ca' Foscari University of Venice, Dept. of Japanese Language and Literature

- Planning of content and classroom lectures for translation courses from Japanese into Italian for the first and second year of Japanese Language classes;
- Student reception and active collaboration with fellow teachers to examine innovative teaching methods;
- Correlation of theses on topics related to the History of Architecture and modern Urbanism in Japan;
- Lecturing in Italy and abroad on issues of architectural and urban development of the modern Japanese city.

## OTHER PROFESSIONAL EXPERIENCES

- 01/1998 to 11/1998 Cataloguer and tour guide  
Oriental Art Museum, Ca' Pesaro, Venice  
Sovrintendenza ai Beni Artistici e Storici di Venezia (Government Department responsible for Monuments and other Treasures of Venice)
- 01/1996 to 12/1997 Sales Assistant  
Japanese Works of Art Gallery, Milan
- 01/1996 to 12/1997 Researcher  
Hokusai International Research Centre, Milan
- 03/1997 to 12/2000 Interpreter Aldo Coppola Hair Stylist, Milan

## EDUCATION

- 2002 Visiting Professor: History of the Development of the Modern Japanese City  
Nichibunken International Research Centre for Japanese Studies, Kyoto
- Attendance of 11 months of a post-doctoral course as Visiting Professor to explore the Tokyo urban development theme in the modern era from 1868 to the 1964 Tokyo Olympics;
  - Lecturing in English and Japanese at the Nichibunken and the Japan Foundation, Kyoto.
- 2000 PhD: Civilizations of India and Eastern Asia  
Ca' Foscari University of Venice
- PhD thesis: "The urban development in Tokyo and the formation of the fixed capital between 1868 and 1964". Tutor Prof. Francesco Gatti, Department of Eastern Asian Studies.
- 1998 PhD student: History of the development of the modern Japanese city  
Hosei University, Tokyo
- Winner of one of three scholarships for a three-month period in Tokyo offered by the Toshiba International Foundation (TIFO) for young European PhD students and assigned by the Executive Committee of the European Association for Japanese Studies (EAJS);
  - From January to March of 1998, research for the formulation of the PhD thesis with Prof. Jinnai Hidenobu, History of Architecture Professor at the Faculty of Architecture of Hosei University.
- 1994 Cum Laude Degree: Japanese Language and Literature  
Ca' Foscari University of Venice
- 1989 High School diploma: Liceo Classico Antonio Pigafetta, Sezione sperimentale, Vicenza. Grade 60/60

## COLLABORATIONS

- 01/2016 to date Course Creator and Coordinator  
IED Istituto Europeo di Design (European Design Institute), Venice
- Design and implementation of the specialization course "Communicating Arts: from storytelling to social media";
  - Management of the lessons' program and coordination of teachers and students;
  - Coordination of the final exam and evaluation of documents.
- Since 2000 Drafting of articles and analyses in specialized and generalist magazines on Japanese art and architecture, communication and marketing strategies related to art and museum culture. Among others: Il Giornale dell'Arte (The Art Newspaper), conference proceedings of the Italian Association for Japanese Studies (AISTUGIA),

The Architecture Chronicles and History. Lectures at conventions, symposia and conferences on the same subjects.

**ADDITIONAL INFORMATION**

- Vice President of Ca' Foscari Alumni Association