

# Noemi Di Nunzio

Festival Admin Assistant | Communication Manager

## Experience

### **Ricci Weekender Festival - Catania | March 2021 - Sept 2021** **COMMUNICATION MANAGER**

Currently working as freelancer at Ricci Weekender Festival, a Sicilian jazz festival co-curated by Gilles Peterson (UK) and Mercati Generali (IT). My role is to build a strong marketing and social media strategy and also to assist the director Diego Vespa in all the programming and artistic aspects such as proposing acts, scheduling all the shows and events within the festival, involving a travel agency to facilitate the logistics, searching for sponsors and partners.

### **Boiler Room - London | Dec 2019 - Present** **PROMOTIONS ASSISTANT**

Supporting the Promotion Specialist creating and managing digital campaigns for Boiler Room's events and external partners or clients; building a strong marketing campaign and strategy to drive social media interaction and tickets sale for 'Boiler Room TEN' (going sold out in Berlin in two days and selling over 4,000 tickets in Paris before Covid-19). Working on social advertising and email marketing. Uploading and updating the official website on Stash.

### **Boiler Room - London | June 2019 - Oct 2019** **ADMIN & FESTIVAL PRODUCTION ASSISTANT**

Worked as freelance at the first Boiler Room Festival in London liaising with internal & external contributors, administrating and issuing contracts for 150 artists involved, creating and managing production excel files, negotiating deals with Addison Lee and hotels, arranging flights and trains, allocating tickets and guestlists, monitoring riders and spending. During the festival my main responsibility was advancing technical and hospitality riders for all the artists, also being their first point of reference for them and their agents.

### **OSS Festival - Sicily | May 2017- August 2019** **PA TO THE DIRECTORS & SOCIAL MEDIA ASSISTANT**

Supported Germano Centorbi & Enrico Gambadoro on their role as Artistic Directors and Communication Managers creating and managing weekly social media plans, customer care, coordinating a team of 2 graphic designers, 4 videomakers and 6 photographers. Also, negotiating promo deals among the festival's partners, artists and magazines/radios.

I am at the top of my performance when I am involved in new exciting and creative projects where I can give my contribute. I believe in the power of working in team but I also enjoy working by myself. Gaining an important role in the music and cultural industry is my goal.

## Contact



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[@aithoentertainment](https://www.instagram.com/aithoentertainment)  
[@noemidinunzio](https://www.instagram.com/noemidinunzio)

## Skills & Expertise

- Proficiency in all the major marketing tools such as Facebook Business Manager, Mailchimp, Later;
- Languages: Italian (native), English (fluent);
- Time management, flexibility, attention to details, self-starter;
- Knowledge of Microsoft Office (Excel, Word, Power Point).

**Boiler Room - London | Sept 2018 - Nov 2018**  
**TEMPORARY OFFICE MANAGER**

Been in charge of opening and closing the office, ensured the office was running smoothly, supported the HR Manager, administrated the office IT tools and calendars.

**Jazz:Re:Found Festival - Turin | Sept 2017 - Dec 2017**  
**SOCIAL MEDIA ASSISTANT**

Worked on weekly social media plans to drive interaction and tickets sale, customer care, coordinated graphic designers, video makers and photographers, compiled a final report.

**Metatron s.r.l. - Milan | Sept 2015- Dec 2015**  
**PA TO THE HEAD OF PR & DISTRIBUTION**

First experience in the music business, assisting Cristiana Gizzarelli on her role as Head of Promotion and Distribution. Learnt to take care of physical and digital distribution. Royalties management and office administration. Succeeded in promoting the artist Levante on Instagram's official @music account in 2015.

## **Education**

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**MA | Music Industry Management & Artist Development**  
**University of West London, Sept 2016 - Oct 2017**

A great understanding and overview of the music industry: live management, A&R, record labels, digital and physical distribution, marketing and leadership. Researched about the British and Italian live music industries and developed a festival idea for the final dissertation. The overall classification was Merit.

**BA | Economics for the cultural system and entertainment industry**  
**Università Cattolica - Milan, Sept 2013 - July 2016**

Chose this course to specialise in the arts and creative industry gaining a good knowledge of management and economics skills. The overall classification was 110/110 cum laude.

**Short Course in Set Design**  
**University of Arts London Central Saint Martins,**  
**March 2019-May 2019**

## **Aitho Entertainment**

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Aitho Entertainment is the collective I founded in Catania (Sicily, Italy) in 2018 with the aim of promoting the creative arts in all their forms through events and digital contents. Recently, we've been working on exhibiting the artworks of local artists on shops, bars and restaurants in order to respond to the lack of cultural and social events due to the pandemic emergency, you can read about the project (in Italian) on: [www.aithoentertainment.com](http://www.aithoentertainment.com)

## **Reference**

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Attached below



Boiler Room (UK) Limited

Trading Address:  
Markian House  
52-56 Pritchard's Road  
London  
E2 9AP

Registration No. 06562273  
VAT Number: GB996287939

Date: 29<sup>th</sup> of September 2020

**Private and Confidential**

Re: Reference for Noemi Di Nunzio

To whom it may concern

Noemi has covered three different roles during her employments with Boiler Room (UK) Limited and she always adapted perfectly to the new roles. From September to October 2018, as temporary Office Manager; from June to October 2019 I hired her as freelance Admin and Production Assistant for the Boiler Room Festival, a job that led her succeed in taking the role as Promotions Assistant to the Music and Touring Team on a permanent contract from December 2019 to October 2020.

Noemi joined the Music and Touring Team as Assistant to the Boiler Room Festival when I was Head of Department during a period of rapid change and has settled in at a time the production really needed it. The Admin role at the company is an important and demanding one. Noemi has quickly proven herself to be approachable, available and able to manage a number of tasks simultaneously. Her passion for the industry has made her a popular member of staff, which is a key characteristic of such a role working with every person involved in the business, whether they are other employees or third parties. She is tenacious and willing to participate and assist where possible, yet her approach composed and confident.

I have been extremely impressed with Noemi, and she has been a great asset and help to myself personally and also supporting our production team. Due to the Coronavirus pandemic, Noemi's role has been put on furlough as for many others within the company. I would very keen to work with her again if any changes; nonetheless I would highly recommend Noemi as a very reliable and hard-working individual in her future pursuits.

Kind regards

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Tom Wiltshire, VP Partnerships

Date 29/09/2020