

INFORMAZIONI PERSONALI **Campagna Francesca****POSIZIONE RICOPERTA** **Artistic Advisor****ESPERIENZA
PROFESSIONALE**

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- 03/2018–alla data attuale **Consultant for Development USA**
Teatro Regio di Parma, Parma (Italia)
- 01/2017–alla data attuale **Consultant for International Projects**
Fondazione Teatro Massimo di Palermo, Palermo (Italia)
- 04/2016–alla data attuale **Guest Lecturer**
Accademia Teatro alla Scala, Milano (Italia)
- 12/2016–05/2018 **Artistic Advisor for International Projects**
New York City Opera, New York (Stati Uniti d'America)
- 06/2016–06/2017 **Consultant for Artistic Services**
Royal Opera House Muscat, Muscat Governorate (Oman)
- 10/2012–05/2016 **Senior Artistic Manager**
Muscat (Oman)
Involved with every phase of season development and long-range planning;
Responsibilities include artistic planning operations of over 80 events, as well as artistic Season selection, related artistic proposal evaluation and casting activities, managed through a cultivated international network of companies and artists' representatives
Negotiate and execute contracts with guest companies and principals, including orchestra, opera, and ballet;
Artistic budget ~\$xx million;
Prepare Season reports for Board of Directors;
Develop multi-national musical collaborations via local artist communities and opera training projects;
Oversee marketing material, playbills, booklets, surtitles and social media campaigns.
- 09/2007–06/2013 **Artistic Department**
Teatro Massimo di Palermo, Palermo (Italia)
Responsible for productions and operations, including development and execution of schedules and contract negotiations.
Artistic budget ~€x million;
Prepared pre- and post-Season reports for the Italian Ministry of Heritage and Cultural;

Managed all international tours, including coordination and negotiations with international agencies, as well as all co-productions in partnership with other international theaters.
 Negotiated and oversaw the execution of rental contracts for stage sets, props and costumes.

01/2012–01/2012 **Location & Production Coordinator - Under The Radar Festival**

09/2002–10/2007 **Marketing Executive**

Teatro Massimo di Palermo

Developed and produced marketing campaigns for opera, ballet and concert seasons;
 Coordinated client outreach and public relations;
 Organized special events (galas, cocktail receptions, etc.) including logistics and contract negotiations for service providers and equipment rentals;
 Developed fundraising activities with corporate sponsors;
 Raised €xxxK in 2007;
 Organized special events targeted to attract younger audiences;
 Integral member of a start-up development/fundraising division;
 Conceived and successfully delivered member and donor cultivation events;
 Developed and managed all on-line web-based marketing.

ISTRUZIONE E FORMAZIONE

2011–2011 **Performing Arts Administration - Business Administration and Management**
 New York (Stati Uniti d'America)

COMPETENZE PERSONALI

Lingua madre italiano


Lingue straniere	COMPRESIONE		PARLATO		PRODUZIONE SCRITTA
	Ascolto	Lettura	Interazione	Produzione orale	
English	C1	C1	C1	C1	C1

Livelli: A1 e A2: Utente base - B1 e B2: Utente autonomo - C1 e C2: Utente avanzato
 Quadro Comune Europeo di Riferimento delle Lingue

ULTERIORI INFORMAZIONI

Trattamento dei dati personali I authorize the processing of personal data contained in my curriculum vitae based on art. 13 of Legislative Decree 196/2003 and art. 13 of EU Regulation 2016/679 concerning the protection of individuals with regard to the processing of personal data.

20/05/2019, MILAN



I, the undersigned, aware of the criminal penalties provided for by art. 76 D.P.R. 28/12/2000 n. 445 of the Italian Law in case of false declarations and falsification of documents, declare pursuant to art. 46 and 47 D.P.R. 445/2000 which