

# MARIANNA OCCHIUTO

**Email:** m.occhiuto@urbaniana.edu

**Date and Place of Birth:** 05/02/1990, Rome - Italy

**Nationality:** Italian



## SKILL HIGHLIGHTS

- Project Management multidisciplinary expertise in fundraising, partnerships and campaigning
- Strong Interpersonal Skills
- Strong Analytical and Critical Thinking Skills
- Strong Writing and Creative skills
- Strong expertise in Public Speaking
- Networking and building relations
- Strong expertise in resource mobilization
- Strong abilities in event management
- Handling very well stressful situation
- Strong ability in time management
- Strong problem-solving abilities

## EDUCATION

- **Master in Non-Profit Management**  
SDA Bocconi University | February 2014
- **Double Bachelor Degree in International Affairs**  
John Cabot University and University of Wales | May 2012

## WORK EXPERIENCE

**Head of Fundraising and Partnerships** | 01/2020 - present

**ASCS / SIMN (Scalabrini International Migration Network) - Europe and Africa** - Rome (Italy)

[www.simneuropeafrica.org](http://www.simneuropeafrica.org) – [www.ascs.it](http://www.ascs.it)

- Coordinating 2 staff members, 2/3 interns and 5/10 volunteers.
- Managing resource mobilization, partnerships and opportunities in Europe and Africa as focal point for the *Scalabrini International Migration Network*, directly reporting to the President and the Executive Director.
- Establishing and maintaining high-level *partnerships* with multiple stakeholders, such as donors, partners (*e.g. Institutions, Governments, NGOs, International Organization, Embassies, Global Networks, etc.*), foundations, media and suppliers.
- Representing ASCS and SIMN Europe Africa at high-level meetings.
- Managing and implementing fundraising strategies for individual donor from acquisition (digital, multichannel, cold mailing), to retention and development.
- Managing relations with major donors and the corporate target audience (*e.g. BCC, BNL, Ria Money Transfer, Gruppo DAC, Lidl Italia, Desmet Ballestra, Altran, etc.*).
- Managing fundraising and awareness events and campaigns – online and offline - for public engagement and brand positioning, from strategic to creative (*e.g. "One Home Only" – Covid19 campaign raised 200,000 euro and 20,000 people supported from March 2020 to February 2021*). Specific focus for Emergencies Campaigns such as Covid19, Ukraine War, Turkey Earthquake and Morocco Earthquake.

**Fundraising Guest Lecturer** | 2017 - present

- Participating as Fundraising Guest Lecturer to meetings and conferences.
- Leading lessons and practical trainings on fundraising (*e.g. PRISMA Education, Tulip*).
- Leading lessons with a specific focus on service learning, human mobility and interculturalism both within high schools, National and International Universities (*e.g. John Cabot University, The American University of Rome, Notre Dame University Rome Global Gateway, Loyola University*).
- Since 2023, Professor for the course of "*Principles and Methodologies of Fundraising for Pastoral Entities*" within the *Diploma of Leadership and Management of Pastoral Entities* at Pontifical Urbaniana University. The course takes place in the first semester of the Academic Year (October/January).

**Head of Communication and Fundraising** | 02/2016 - 12/2019

**ASCS – Agenzia Scalabriniana per la Cooperazione allo Sviluppo, Casa Scalabrini 634, Rome (Italy)** - [www.ascs.it](http://www.ascs.it)

- Coordinating 1 staff member, 2 interns and 5/10 volunteers.
- Creating, managing and coordinating fundraising and awareness Campaigns for *Casa Scalabrini 634*, a project of ASCS welcoming refugees in semi-autonomy and promoting integration with the local community in Rome.

- Leading external relations with multiple stakeholders.
- Defining and implementing online and offline communication strategies.
- Creating presentations and material, from creative briefing to production, for donor proposals.
- Preparing and updating reports on projects and Campaigns.
- Analyzing data and communication insights (*e.g. Google Analytics*).

**Communication and Marketing Consultant | 09/2015 – 01/2019**

**ReStore The Franchising Factory, Italy**

- Consulting on brand positioning project for Startup and Franchising purposes (profit and non-profit clients).
- Managing external relations with creative agencies and suppliers.
- Coordinating partnerships between profit and non-profit clients.

**Strategic Partnership Consultant | 05/2015 – 02/2016**

**Susan G. Komen Europe Network, Italy**

- Staff coordinated: 5 representative of the international organizations, 2 interns and volunteers.
- Coordinating the *Susan G. Komen Europe Network* (today named *Think Pink Europe* - [www.thinkpinkeurope.org](http://www.thinkpinkeurope.org)), five different European Associations organizing the *Race for the Cure*.
- Focal point between the whole international Network and *Susan G. Komen USA*.
- Managing awareness-raising Campaigns for placement purposes of the Race for the Cure brand in Europe.

**Individual and Corporate Fundraiser | 11/2013 – 02/2016**

**Susan G. Komen Italia, Italy**

- Coordinating and supervising 3 staff members, 2/3 interns and 10 volunteers.
- Reporting directly to the President and the Executive Director.
- Researching, acquisition and follow-up of national and international Corporate Partners (*e.g. Johnson & Johnson, Enel, Sky, Enav, Eurowings*) and Institutional Partners for the *Race for the Cure* event, gathering over 100,000 participants in Italy.
- Leading external relations with multiple stakeholders and working as focal point for International Partners
- Managing participants' recruitment of the Rome Race for the Cure (65,000 people registered in 2015).
- Supporting the organization of fundraising and brand placement events in Bologna, Bari and Brescia, (*e.g. the "Pink Tie Ball Charity Gala" raised over 250,000 euros*).
- Official speaker for two editions of the Rome Race for the Cure (over 70,000 people attending per year)
- Creating awareness contents and material addressed to donors and partners' visibility, coordinating with creative agencies and external partners.

**Individual and Corporate Fundraising Intern | 07/2013 – 11/2013**

**Terre des Hommes Italia Foundation, Milan (Italy)**

- Supporting the fundraising office.
- Researching and analyzing for new donors' acquisition purposes, managing the donors' database.
- Organizing events for brand positioning and awareness raising purposes.
- Supporting the implementation of the Christmas Campaign at national level.

**Volunteer School Feeding Program of the Refugee Camp of Maratane | 06/2011 – 09/2011**

**Scalabrinian Agency for Cooperation and Development – ASCS, Mozambique**

- On site Bachelor Degree Thesis on WFP and the impact of hunger and malnutrition within the Refugee Camp.
- Supporting daily activities of the School Feeding Program.
- External relations with local partners, suppliers, and local organizations of the Refugee Camp.
- Analyzing data collected on the impact of the Program.

**Event Manager Consultant | 05/2011– 12/2016**

**PF Eventi, Rome (Italy)**

- Planning, managing and organizing events: Team Building, conferences, and workshops for international companies (*e.g. Coca Cola, BMW, Pfizer, McKinsey, Deloitte, Italian Soccer League, Enel, etc.*).
- Managing external relations with stakeholders such as corporate partners, creative agencies, suppliers.
- Official speaker during international events with the above mentioned partners.

**Fundraising Intern | 03/2010 – 04/2011**

**Italian Committee of the World Food Programme – WFP Italia, Rome (Italy)**

- Contributing to Individual and Corporate Fundraising activities in support of WFP's emergency operations and development programs.
- Supporting the organization of awareness and brand positioning Campaigns.

- Supporting the organization of awareness and fundraising events (*e.g. the Christmas Concert at WFP headquarters in Rome*).
- Coordinating with WFP's Operational Divisions/Units in Rome as well as with Country Offices worldwide.

## LANGUAGE SKILLS

- **Italian:** Mother tongue.
- **English:** C2 - Certificates: First Certificate, TOEFL, American University Undergraduate Degree
- **Spanish:** A2
- **French:** A2

## COMPUTER LITERACY

- Computer and word processing: Microsoft Office Suite (Word, Excel, Power Point and Outlook), MacOSX (Pages, Numbers and KeyNote) and Google Suite (Google Doc, Meet, Google Drive, Calendar).
- Communication Tools: MailUP, Mailchimp, PHP List, Teams, Zoom.
- Data Analysis: Google Analytics. Social Network's Insight Tools.
- Video Making and editing: Windows Movie Maker, iMovie, Adobe Premier Pro
- Website Content Management: Wordpress CMS
- Social Networks: Facebook, Instagram, LinkedIn, Twitter, YouTube
- CRM – Database Management: MyDonor, Zoho CRM, Salesforce; Nextware Pro.
- Digital Fundraising: in depth knowledge of the iRaiser tools as well as of several Crowdfunding Platforms.

## TRAINING AND CERTIFICATES

- **Certificate on Strategic Planning and Fundraising Management**  
Rome School of Fundraising | Rome (Italy), November 2019
- **Certificate on Digital Fundraising: Social Media, Email Marketing, Web and Digital Advertising**  
Rome School of Fundraising | Rome (Italy), May 2019
- **Course on Sociology of Human Mobility and Migration**  
Urbaniana University - SIMI | Rome (Italy), May 2017
- **Summer School Certificate on Human Rights**  
UNICRI | Rome (Italy), July 2012

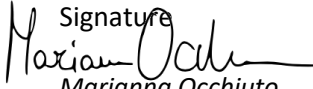
## OTHER INFORMATION

- **Active Member** | 12/2017 – present  
Associazione Italiana Fundraiser (ASSIF)
- **Creation of University Fighting World Hunger Chapter** | 2010  
John Cabot and Italian Committee of the World Food Programme

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### Date

Rome, January 2<sup>nd</sup> 2025

Signature  
  
 Marianna Occhiuto