



# MARTINA VIESTI

## SENIOR ART CURATOR

### OVERVIEW

Art Curator with a holistic understanding of marketing and social media management models in relation to supporting and managing the image of international artists.

### WORK EXPERIENCE

#### "BRAIN CAKE" Exhibition at La Pedrera, Barcelona

December 2022

- Artist management and coordination
- Exhibition setup and technology/digital management support
- Artist welcoming and support

#### Chief Art Curator

M.A.D.S. Art Gallery | October 2020 - present

- Artist selection and promotion for exhibitions
- Concept Development
- Critical and analytical reviews
- Junior Art Curator Training

#### Communication Department Intern

CRIF SPA | June 2020 - December 2020

- Press releases, research and publication assistance
- Supporto for financial education project with journalist Zucca and Esposti (Il Sole 24 Ore)

#### Communication and Marketing Assistant

Vetrare Pryvé srls and Business Center Bologna | October 2019 - June 2020

### EDUCATION

#### University of Bologna

Master's Degree in Public, Corporate and Advertising Communication | September 2017 - October 2019

- Thesis: "Celebrity endorsement, not anymore: From Red Carpets to brand alliance"
- Degree grade: 110L/110

#### University of Bologna

Bachelor's Degree in Political, Social and International Science | September 2014 - October 2017

- Communication Track
- Thesis: "Internet of Things and Digital Marketing : The digitalization of everyday life"

### CONTATTI

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### RIASSUNTO DELLE COMPETENZE

Leadership

Branding

Communication

Problem Solving

Formazione personale e del team

Miglioramento del processo

### LINGUE

Italian: Native Speaker

English: C1 (IELTS 7)

French: B2