

Monica Promontorio, CMP CMM

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Institutional Communication / Human Resources

Success designing and launching projects and campaigns for high-profile organisations

An inspirational leader, with repeated success optimising human and financial resources available to meet targets and score objectives while cultivating and nurturing strong relationships with leading institutions, including the Italian Defense Ministry, Ministry of Domestic Affairs and the Vatican. Highly skilled in developing and launching campaigns, managing human and economic resources, planning corporate and institutional events. Well versed with developing and implementing communication strategies. Proven history of achievement working with recognised brands and non-profit organisations, including Be a Good Sport-Fair-Play and Beyond, Accademia Kronos, Melograno Congressi, and SIC-Società Italiana Chimici. Expert communicator, presenter, and collaborator; able to forge sound relationships with strategic partners and build consensus across multiple organisational levels. Multilingual proficiency in English, French, Russian and Spanish.

Highlights of Expertise

- Planning & Prioritisation
- Project Management
- Leadership Alignment & Talent Development
- Financial Acumen
- Stakeholder Engagement & Collaboration
- Contract Development & Negotiation
- Communication Strategies
- Territorial Marketing
- Training, Coaching & Mentorship
- Team Leadership & Development
- Communications & Interpersonal Skills
- Culture & Ethics
- Public Relations
- Human & Economic Resources Management
- Events Management

Career Experience

“Vivere da sportivi: a scuola di fair-play/Be a Good Sport-Fair-Play and Beyond

Conceive, promote and manage communication campaigns integrated with ethical values on the educational function of sport.

PRESIDENT (2013 to present)

Protect the values of sport against all forms of exploitation and alienation as well as liaise with members of the organisation to promote human dignity, equality and human rights to enhance solidarity.

- Design and launch campaigns that promote the culture of dialogue and legality by supporting the ethical values of sport, resulting in the creation of a catchment area of about 2,500 consolidate schools throughout the national territory.
- Organise training events for students and athletes to increase participation in sports and to achieve the organisations social goals.
- Direct the creation of multimedia works, that include videos, commercials and short films to stimulate the creativity of students resulting in increased approval and appreciation from government institutions and various sports and cultural organisations.

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- Cultivate and nurture strong, long-term relationships and partnerships with governmental institution, EU institutions and the United Nations to activate a network of consolidated and well-rooted relationships functional to achieving the objectives of various campaigns.
- Establish and maintain relationships with various organisations, including CONI-Italian Olympic Committee, Gruppo Sportivo Difesa, Panathlon International, Paralympic Section of Defense and MIUR-Ministry of Education to promote people with disabilities in sports.

Key achievement;

- Developed and launched various projects including 'The Oval Ball Against Bullying' in partnership with the State Police, Legio XIII, and the American Football Team in Rome.
- Created and continuously drove the growth of cultural projects and communication awareness campaigns, resulting in increased visibility, contents and referees and a target audience of 1.5 million students in five years.
- Engaged leading national and international institutions, including the Italian Defense Ministry, Ministry of Domestic Affairs, the Vatican, the United Nations Office on Sport for Development and Peace in various campaigns.
- Directed all phases of campaigns and managed a team of media, communication and organisational experts to successfully deliver campaigns. Also, ensured that campaigns complied with EU sportsmanship guidelines.

Accademia Kronos, Ministry of The Environment,

Developed and implemented communication strategies to ensure effective communication and also cultivated long-term and mutual relationships with Italian and international institutes.

PROMOTION AND ORGANISING SECRETARIAT (2002 to 2013)

Maintained relations with media by identifying influential reporters interested in issues related to the environment and by attending interviews.

- Supervised projects through delegating and prioritising tasks and monitoring performance and compliance to set procedures and policies.
- Planned and launched ministry's campaigns, inclusive of the fourth edition campaign on the protection and safeguarding of marine protected areas and also led an international fair on extra virgin olive oil.
- Managed Public and Institutional relations for European events including FOOD4U seventh edition that was based on promoting nutritional awareness and was sponsored by the Italian Ministry for agriculture, nutritional and forestry policies.
- Nurtured mutual relationships with European institutions, that included AEDE, ESHA, EUFIC, OBESSU and European Schoolnet.
- Collaborated with the Ministry of Environment to grant three international awards to campaign participants that included president Obama, in addition to awarding various scholarships for researchers in Italy and around the world.
- Liaised with State Television, private tv networks stake-holders, opinion leaders and decision-makers to successfully achieve the objectives of various campaigns.
- Submitted and campaigned for the sanctioning of a bill that aimed to protect native marine species as well as utilised economic coverage to reach a target audience of approximately 3 million people.

Melograno Congressi

Founded the agency and provided services including formulating marketing and communication strategies for corporate clients that included state agencies and large corporations.

CEO (1977 to 2002)

Established a quality regime in accordance with ISO 9001 and 9002 standards as well as arranged meetings, social events and conferences with a number of attendees ranging from 20 to 3,000.

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- Maintained accountability for large budgets and liaised with the HR manager to effectively manage the business.

ADDITIONAL EXPERIENCE

Consultant for Communications (1985 to 2000) ■ SIC-Società Italiana Chimici, Rome

Further Experience Upon Request

Education & Credentials

University of Modern Languages & communication, Milan, Italy, 1981

FOREIGN LANGUAGES AND LITERATURE

ISST - ROME, 1979

DIPLOMA IN SIMULTANEOUS TRANSLATION: ENGLISH, RUSSIAN AND ITALIAN

Professional Development:

- Certified Meeting Manager, CMM
- Certified Meeting Professional, CMP

Technical Proficiency. Office Suite

Affiliations:

- Professional member, FERPI /Italian Federation of Public Relations since 1990.
- Former member, PCO Italia; Italian Association of Professional Congress Organisers; Member of the Board of Directors since 1990, and Vice President from 1995 till 1997.
- Former member, Meeting Professional International, MPI headquartered in Dallas; member from 1990 through 2001.
- Former member, American Chambers of Commerce in Italy: member from 1980 through 2001.