

Liotto Fiorella

📍 National Research Council
Institute for Studies on the Mediterranean (CNR-ISMed)
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CURRENT POSITION

Head of Institutional Communication at the Institute for Studies on the Mediterranean CNR-ISMed (formerly CNR-ISSM).

PREVIOUS JOB EXPERIENCE

Winner of a permanent position competition at the **Istituto Universitario Orientale di Napoli** (in servizio dal 1988 al 1995);

Winner of a permanent position competition as a Technologist at the **Stazione Zoologica Anton Dohrn** in Naples-SZN (in service from 1995 to October 31, 2017);

Winner of a permanent position competition as a Technologist at **the National Research Council**, CNR-ISSM (in service from November 1, 2017), now CNR-ISMed.

- **INSTITUTIONAL COMMUNICATION AT CNR.** Since 2017, head of the Institutional Communication at the Institute for Studies on the Mediterranean CNR-ISMed (formerly CNR-ISSM). **Role and function:** providing extensive visibility to the Institute by illustrating its activities and fostering relationships and interactions with the public, aiming to generate awareness and consensus among citizens ("public awareness of science"); providing suitable tools to enable everyone to make operational choices in their respective fields; sensitizing the leadership and policy makers on specific research themes.

CURRENT ACTIVITIES (from 2017)

Key Activities:

- **Visual Identity and Brand Management:** Utilizing and safeguarding the Institute's logo and visual identity in collaboration with Editorial Services for the development of new formats and templates; cooperating with the Management Secretariat for the implementation of procedures defined by the management related to logo management, requests, and checks for proper use; project planning for letterheads, business cards, folders, brochures, bookmarks, representation cards, complimentary and review copy cards, posters, leaflets, presentations, branded gadgets, and other models for institutional communication; developing communication and promotion strategies, supporting the management in internal and external communication using specific languages.

- **Communication of Activities and Events:** Analyzing materials received from scientific references, creating texts and content in various forms and languages; collecting and researching images for institutional communication, verifying copyright and usability, making final selections; distributing final texts and materials to the ISMed Editorial Services Unit (for graphic productions or small videos, internal prints, or through third parties); distributing final materials in various institutional circuits. Specifically: integrating events into the institutional calendar with web and mobile interfaces, internal communication, and drafting drafts for external invitations to be sent to the Management Secretariat; contributing to the Institute's web content (for events, news, informative boxes), publications on the CNR portal (events, news), and activated social media; collaborating with scientific references and the Third Mission Manager for content creation to be sent for press releases and notes by the CNR Press Office, CNR Communication Office, or for publication and distribution in external circuits and platforms of specific interest; promoting and managing contacts with communication representatives of third-party entities involved, for the development of common strategies.

- **Social Media Management:** Activating, administering, and managing accounts dedicated to institutional communication (Facebook, X, YouTube, etc.); publishing textual and graphic content for the social media circuit (including the production of multimedia and hypertextual images, hashtag insertions, ALT TAG, and meta-tags for maximum content visibility, registration campaigns, infobox population, material publications, post-productions, and video publications of specific registered and pre-planned events and activities). Internal analysis of traffic and interactions related to 'public engagement' to monitor the Institute's presence and popularity on the web and social media (search engines, trends, etc.), achieving goals, and possibly revising adopted strategies. Internal checks on ISMed's search engine positioning, with the activation of SEO strategies (semantic web) on activated platforms; ensuring accessibility, usability, navigability, responsive design in every action managed by institutional communication.

- **RESPONSIBILITIES AND COORDINATION ROLES OF STRUCTURES AND FACILITIES.** Long-standing professional experience in the university environment (IUO 1988-1995) and at a prestigious scientific research institution (SZN, 1995-2017). Responsibility and coordination of functional areas and facilities (Library, Historical Archive, Special Service for Scientific and Bibliographic Documentation, Image Acquisition and Processing Service) with simultaneous coordination of up to three functional areas and a total of 8 assigned staff.

PREVIOUS
ACTIVITIES
(1988-2017)

-**PROJECTS IN COMPUTERIZATION, DIGITIZATION, PROTECTION, CONSERVATION, AND VALORIZATION OF LIBRARY AND ARCHIVAL HERITAGE.** Project leader for reconstructing archival funds, their history and content. Publication of results in the open-access SIUSA system (Unified Information System for Archival Superintendencies), under the support of the "Soprintendenza Archivistica". Several formal commendations for the work done. Publications and outreach activities (exhibitions, presentations, seminars, informative articles, etc.).

REPRESENTATIVE ASSIGNMENTS FOR THE PRESIDENT OF SZN. Delegations from various Presidents of SZN to represent the institution continuously in contexts related to their roles of responsibility, with formal commendations received. Assignments covered multidisciplinary sectors, with goals of public relations, representation within associations (ANAI, ITALE, CILEA CDL Digital Library), support for organizing press conferences and participation, always on behalf of the President, in conferences and

celebrations; organization and public relations for special events (such as during an official visit to Naples by the President of the Republic).

EDUCATIONAL ACTIVITIES AND LABORATORIES. Trainer in educational visits and laboratories, internal courses, and external seminars, both in Italian and English, on topics within my expertise (technical-computer or historical-humanistic), targeting different user groups. Several participations in international workshops and meetings for training and institutional communication activities. Organization of exhibitions, school laboratories, and tutoring activities for internships.

COMMUNICATION-DISSEMINATION-OUTREACH. Before joining CNR in 2017, increasingly specific skills and experiences in the field of institutional communication and scientific outreach. This includes tasks related to the revision of institutional graphic identity, visual image, and visibility of SZN for "public engagement," revisions of activities and graphic and visual image for the Science&Society Committee, organizing annual cycles of meetings for the public as part of Third Mission activities. Significant experiences in supporting the Presidency and Management of SZN, including missions and activities abroad, such as meetings at MBL in Woods Hole, Harvard University, and MIT in Boston (2008); participation in working groups focused on communication and the production of innovative graphic materials; representing the President of SZN in a press conference for an exhibition on the great explorer Fridtjov Nansen (2013); in Culture Days (2013); at the Universal Forum of Cultures (2013), and many other occasions where representing the institution has been accompanied by informative, educational, and outreach scientific presentations.

EDUCATION AND TRAINING

1981: Bachelor's Degree in Modern Languages and Literature (score: 110/110 e lode), *Università degli Studi di Napoli Federico II, Napoli*

MOTHER TONGUE

Italian

OTHER LANGUAGES

	COMPRESIONE		PARLATO		SCRITTO
ENGLISH	C1	C1	C1	C1	C1
GERMAN	A1	A1	A1	A1	A1
FRENCH	A1	A1	A1	A1	A1

A1/A2=Livello base; B1/B2=Livello intermedio; C1/C2=Livello avanzato (Quadro Comune Europeo di Riferimento delle Lingue)

COMPUTER SKILLS

Knowledge of the most common applications (in Windows and Mac environments); basic knowledge of graphic programs for creating presentations, panels, posters, educational, and promotional materials; general knowledge of standards and management systems related to the world of information, with particular attention to aspects related to accessibility, navigability, and usability of websites, to ensure access for people with disabilities; knowledge of semantic web and indexing and search techniques. Computer skills related to image processing and video editing and post-production; specific expertise acquired on OPAC and web services management systems in libraries and archives (Sebina, Aleph-ExLibris, Arianna).