

Curriculum Vitae

Personal Information

	MARIA TERESA SALVATI
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Nationality	Italian
Date of birth	13/02/76
Sex	Female

Profile Summary:

Former creative strategist and communication planner with specialization in Social Media and new technology, in advertising agencies between London, Milan and Bari.

Over ten years working as curator and editor in the field of visual arts, and in particular contemporary photography. Current freelance working as editor-in-chief at [Slideluck Editorial](#); contributing writer for [GUP Magazine](#); photography curator; Personal Branding consultant and teacher at F.project Scuola di Fotografia e Cinematografia, Officine Fotografiche Roma; guest lecturer at London College of Communication, MA in Photojournalism.

WORK EXPERIENCE

PHOTOGRAPHY

May 2015 - present

Founder and Editor in Chief at Slideluck Editorial

Slideluck Editorial is a platform with the aim of showcasing the best photographic work from Slideluck events worldwide, and of providing tips and advice for the creation of effective multimedia storytelling.

Our mission is to give a credible space to photographers who want to experiment with this new visual language, providing an inspirational and communal environment in which to learn. www.slideluckeditorial.com

Slideluck Editorial works also a vehicle for bringing culturally, socially and politically relevant content around the world, through multimedia projections and exhibitions.

- 2017 the theme launched was BORN THE SAME: see the curated [exhibition](#) for PHmuseum, and recent interview for [Vogue Italia](#).
- 2018, theme: LOVE ME TENDER. Ten authors question the importance to take care of the "tender" as a way to generate circular love. See the theme and partners involved [here](#).

October 2017

Artistic co-director at "FOTOMATCH: due giorni di fotografia in città"

FOTOMATCH was a mini photography festival conceived and produced by: Spazio Murat, F.project School of Photography and Cinematography and Slideluck Editorial. Two days of exhibitions, public projection of the world premiere of the BORN THE SAME project, presented as exclusive multimedia in Piazza del Ferrarese, portfolio reviews, talks. Find [here](#) an interview and project presentation.

2014 – present

Teaching a course on PERSONAL BRANDING FOR PHOTOGRAPHERS at:

- F.PROJECT Scuola di Fotografia e Cinematografia, Bari
- Officine Fotografiche Roma
- London College of Communication (at UAL: University of Arts London)
- UWE, University of West England, Bristol

The course aims at analysing students portfolios and work together on finding the "spot of beauty", which represents the point of difference of each photographer. The second part of the course focuses on the creation of the communication strategy and how to use social media effectively.

March 2014

Co-curator and Editor for Hungry Still (London, Derby, UK)

Co-curated and edited – together with Federica Chiocchetti and Louise Clements - an exhibition and publication co-produced by Slideluck London, FORMAT International Photography Festival and QUAD, called Hungry Still. The project showcases twenty-four of the best international photographers that contributed to the Slideluck London platform, since its inception in 2007.

The exhibition was launched at the QUAD Gallery in March 2014, together with a unique [photo-cookbook](#) designed by Akina Factory (AkinaBooks), which features images from each of the photographers, anecdotes and recipes.

The book has been reviewed by: Pagina99 Printed paper, [Remi Coignet](#), [BJP](#), [Corriere della Sera](#), [GUP Magazine](#).

2012 – present

Slideluck Europe Director

Solo-curator and sometimes in collaboration with some of the most respected international curators to bring compelling photographic multimedia slide shows in European cities.

Over 20 cities and festivals held Slideluck shows in the past 4 years. Some of the most important: Format International Photography Festival (Derby), Entre Margens (Portugal), Photolreland Festival (Dublin), Warsaw Photo Days (Warsaw), Encontros Da Imagem (Portugal), Bitume Photofest (Lecce), Documentaria (Bari), Planar (Bari), Cortona On The Move.

www.slideluck.com

Curator of multimedia slide shows for European festivals like: Encontros da Imagem, theme: [Love Will Tear Us Apart](#) (with Federica Chiocchetti); Warsaw Photo Days 2013, theme [Pricesses](#); Warsaw Photo Days 2014 / Slideluck Warsaw, theme [Identifications](#) (with Grzegorz Kosmala and Katarzyna Majak); Bitume PhotoFest, theme: [Street Memories](#). Just Another Photo Festival (India), PhEST (Monopoli), Foiano Fotografia (Foiano),

2012 – present

Contributing writer for GUP Magazine (Amsterdam)

Interviews and portfolio of selected artists presented at Slideluck Europe's events are featured on the magazine, to gain deeper insights into the project, the artists and other areas of concern.

The interviews can be found via this link: [GUP Interviews](#)

2008 – 2013

Slideluck London Director (London)

Slideluck is a non-profit global organisation dedicated to building and strengthening community through photography and food. The event consists of a projected slideshow of photographic stories and a potluck dinner. Responsibilities:

- Artistic direction and curation of the slideshow/multimedia
- Production of multimedia slideshow – working with the global team based in New York
- Communications strategy and execution via traditional and social media
- Community manager for [Facebook](#) and [Twitter](#) accounts

January 2012

Co-curator exhibition Coney Island (London)

Partnered with photographer and editor Francesco Caradonna to bring to life an experimental project, mixing photography and performing art, to create a tout-court experience with the audience.

The project was called Coney Island, credits:

Photographer: Francesca Tosarelli

Performers: a lost princess on the train, a fire-breather, a singer and storyteller and an artist performing the 'isolation' (in the order: Mika Hockman, Lewis Davidson, Simone Douani, Francesca Martello).

A video can be viewed [here](#).

Sept-Dec 2012 (freelance)

FORMAT International Photography Festival: the biennale festival celebrates the wealth of contemporary practice in international photography and is now one of the UK's leading non-profit international contemporary festivals of photography and related media.

Partnership Development Manager Helping the artistic director and founder to find corporate sponsorships and develop strategic partnerships aimed at enriching the festival offering and helping the brands to achieve their communications and marketing objectives.

ADVERTISING & COMMUNICATION

Jan 2016 – current

Communication strategist and social media consultant, F.Project Scuola di Fotografia e Cinematografia, Bari

Work with the school direction to plan communication campaigns during key timings over the year, related to special events and exhibitions, public talks, new academic year, and general activities.

Manage and advice on best use of social media.

Jan – Feb 2017

Social media for Start-up, Mentor at Startup University, Bari

Advanced training and pre-acceleration program that allows the participating start-ups to validate the Business Model using Lean Startup and Silicon Valley methodologies. With the support of some of the best Italian mentors and in partnership with innovative companies and accelerators, participating startups become part of a qualified network, also accessing investment seed.

[Mentoring](#) on the best use of social media and strategies for start-ups.

Feb 2016 – Nov 2016

Communication Consultant for a food start-up called IL GOURMETTINO, Bari

Market analysis and implementation strategy for the launch of a new brand in the food industry, comprised of an e-commerce and a restaurant in Florence. The work was mainly based on the creation of the brand articulation, work with the advertising agency, writing of creative briefs and set up and management of social media accounts.

www.ilgourmettino.com

Sept 2013 – Dec 2014

Maggipinto Agency, Bari. Specialises in branding advertising and digital.

Strategy & Planning: Worked on a number of local and National clients, developing strategies, body-copy and creative ideas to sell new products, entering new markets, starting social media presence and many other everyday needs in communication fields.

June 2012 (freelance)

Creature of London, Specialises in integrated communication with a focus on brand entertainment via the usage of artists, trend setters and influential people to build and generate campaign ideas.

Strategic Planner: helped pitching and winning advertising campaign for Your Move, the biggest UK Estate Agent. Creative and strategic directions for next trailer campaign for the London Film Festival.

Apr-Dec 2011 (part-time)

Rumpus Room, Specialises in hybrid communication, fusing participation, real world, interactive and social platforms – London

Creative Strategist (non-profit and NGO sector). Creative, planning and production for fundraising and awareness campaign aimed at helping a Cambodian charity to stop human trafficking. The creative idea is an art installation to be launched in 2012 during UK summer festivals.

Dec 2010 – Mar 2011 (freelancer)

Exposure, Integrated Creative Agency, London

Senior Integrated Planner (specialized in Digital and Social Media)

Main campaigns include new product launch, move from irrelevant to passionate and engaging brand, build brand experience via events and digital/social media platforms.

Main clients include Microsoft and IE9, Bing (UK and US), Hunter Boots Rizla.

October 2009 – December 2010 (Ongoing freelance contract)

Publicis Modem, Digital Agency, London

Senior Planner

Building global and EMEA digital, social media, buzz monitoring, content strategy and strategic planning for the following main clients: HP (EMEA and Global), SCA (global consumer goods and paper company) and Bupa Global.

Jun-Oct 2009 (Freelance for the following agencies)

- **THE FORWARD PUBLISHING**, Publishing Agency, London - **Brand and Digital Strategist**
- **RPM**, Experiential / Digital Agency, London - **Brand and Digital Strategist / Planner**
- **UNDERWIRED**, Independent Digital and eCRM Agency, London - **Strategic Planner**

Dec 2008 – Apr 2009

World Round Trip: Thailand, Australia, New Zealand, Chile, Argentina, and Uruguay.

Apr 2008 - Sept 2008

Contributing author to Italian publication on "The future of Digital Marketing and the Web 2.0" (chapter on digital marketing and social networks) aimed at Marketing professionals and Universities, launched in September 2008. Presented at "Ring", the Marketing and Communications event that served as the publication launch.

Jan 2008 – Dec 2008

ENFATICO, WPP Company - Integrated start-up for Dell Global

Digital Strategic Planner – Dell EMEA

Develop creative briefs, generate proposals, analyse metrics and propose recommendations from a strategic, creative and technical perspective for the consumer segment, in partnership with Channel 5.

Feb 2007 – Dec 2007

WUNDERMAN UK, (WPP Company) Integrated and Digital Agency, London

Digital Account Director and Strategist

Ford of Europe

Lead development and production of online campaign based on UGC (User Generated Content) related to the UEFA Champions League and branded entertainment online. The campaign included: CMS website – www.feelfootball.com - European partnership with Yahoo! developing content and specific assets.

Mar 2005 – Feb 2007

TEQUILA \ LONDON, Integrated and Direct Marketing Agency, London

Senior Account Manager London Business School

Delivered regional digital and direct campaigns in close collaboration with Planner, Data Planner and Digital Strategist Collaborated with Digital Director on strategic development of a new online property for the School focused on UGC

Apr-Nov 2004

CFW LONDON, (Formerly **CRAMM FRANCIS WOOLF** Ltd.) Direct Marketing Agency, London.

Junior Account Executive

Pitched and implemented B2B Campaign for *Sharp Photocopier*: Conducted market/competitor/statistical analysis and qualitative research.

May-Sept 2003

VPR COMUNICAZIONE, Communications Agency, Milan

Assistant Communication and Press Office Manager

Mar 2000-July 2002

BURSON MARSTELLER FINANCIAL, Public Relations Agency, Milan

Assistant Investor Relations Manager & Marketing Assistant

WORKSHOPS & PORTFOLIO REVIEWS

Sept 2017

Find your Spot of Beauty (or the start of the Personal Branding) – at Gazebook Photo Festival

Held a 3-days workshop during the opening weekend of the festival. The aim was to show what the "spot of beauty" is a work with each of them to find their own. Have a look at my Instagram account to see more about my method:

@myspotofbeauty

Jan 2014 – Oct 2014

Teaching at QUASAR, Putignano, Bari

Nine-months course: "Social Media Manager".

The course was aimed at a class of 18 students, post-graduates, with the objective of teaching tools that help to build a social media strategy, write on social channels, build and maintain a community, choose the right channel for the objective.

June 2014

Workshop at Planar Bari.

As part of the scientific committee of a new center for research in many photographic fields, held a workshop called: "Slideluck and innovative formats for exposing contemporary photography".

November 2013

Workshop at DOCUMENTARIA, Bari, organised by Michele Cera.

A cycle of free workshops and seminars on documentary photography, involving renowned International players, like Gerry Badger, Francesco Zanol, Cristina De Middel and others.

Title of workshop: "Working with multimedia and new formats for exposing photography".

[Interviewed](#) by IdeasTap on tips and advice for building impactful multimedia.

2013-2014

Portfolio reviewer at:

Format International Photography Festival, Fotofestival Lodz, Cortona On The Move, PhEST, Gazebook Photobook Festival, Fotolegendo, London Photo Meet, and more.

EDUCATION & QUALIFICATIONS:

Jan 2012

London School of Journalism – Creative Writing course

Sept 2011

Duckrabbit (Digital and Broadcast production company), Multimedia Storytelling workshop

Nov 2007

APG (Account Planning Group), Intensive Induction into Account Planning course

May-June 2006

MCCA (Marketing Communications Consultants Association), 'Excellence in Account Manager' course

Oct-Dec 2004

CITY UNIVERSITY, London, 'Advanced Marketing' Course

1999-2003

LIBERA UNIVERSITA' DI LINGUE E COMUNICAZIONE IULM, Communications University, Milan

OTHER INFORMATION:

Languages

Italian: native; English: advanced; French and Spanish: conversational

Personal interests

Photography, yoga, Independent cinema, visual arts, painting, sustainability, travels, anthropology, technology

Social Media

Instagram @mtsavati @slideluck_editorial @myspotofbeauty

Personal data

I authorize the treatment of my personal data, based on the Italian Law art.13 D.Lgs. 196/03