

RICCARDO PIRAZZOLI



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<https://www.linkedin.com/in/riccardopirazzoli/>

WORK EXPERIENCE

2009 up to now

ALMA MATER STUDIORUM BOLOGNA

Research and teaching

Adjunct Professor. I teach: Economics and Business Administration and Soft Skills at the School of Economics, University of Bologna. MIUR scientific collaborator for prof. Adriana Galvani's RFO projects and for prof. Asterio Savelli's PRIN 2007 projects

Publications:

1. L'immagine di una destinazione turistica: vendere place-values, acquistare un luogo, in Tidore (ed.) (2013), *Città mediterranee nello spazio globale. Mobilità turistica tra crisi e mutamento*, Franco Angeli Milano, ISBN 978-88-204-5615-3
2. Expected, Checked, Spread Image, in *Journal of Tourism and Services* 5-6 2013 1804-5650
3. Architettura per nuovi paesaggi, in Galvani (ed.) (2013), *Italy-China: An Ancient Cultural Heritage And The Challenge For Future Development*, Giraldi Editore, Bologna, ISBN 978-88-6155-515-0
4. L'immagine Della Comunità Cinese Tra Cosmopolitismo e Tradizione, in Galvani (ed.) (2013), *Italy-China: An Ancient Cultural Heritage And The Challenge For Future Development*, Giraldi Editore, Bologna, ISBN 978-88-6155-515-0
5. Abstract: *Landscape As A Symbol Of Power: The High/Low Marker*, in "Rome EUGEO 2013 – Symbolic Landscapes sessions"
6. Landscape as a symbol of power: the high/low marker, in *Observatorio Medioambiental* 2013, vol. 16 99-126, ISSN: 1139-1987 http://dx.doi.org/10.5209/rev_OBMD.2013.v16.43202
7. *La forma della città: da Pasolini a Rem Koolhaas*, in "Siamo come eravamo? L'immagine dell'Italia nel tempo" Moncalieri 2-5 Ottobre 2013 (forthcoming)
8. Cultural encounters in accessible spaces: Porticoes in Bologna, in *UNECC – Cultural Encounters The Mosaic of Urban Identities PROCEEDINGS MARSEILLE, FRANCE, 17/18 OCTOBER 2013* UNECC FORUM VOLUME 6 ISSN: 2068-2123
9. Ruresidential Lands, in *Uniscape - Quaderni di Careggi Issue 06 / No. 6 - 6/2014* ISSN 2281-3195
10. *Planning units of professional learning: the Ecipar experience in Italy*, *Global Educational Research Journal*: ISSN-2360-7963: Vol. 2(8): pp 132-140, September, 2014
11. Junk space and Junk time in tourism destination in *Journal of Tourism and Services* 9 2014V ISSN 1804-5650
12. Education for innovative and inclusive economic development, *Global Educational Research Journal*: ISSN-2360-7963 Vol. 3(1): pp 243-246, January, 2015
13. Abstract: Planning units of professional learning: the ecipar experience in Italy, in ICRAE2014, Conference Proceedings ISSN: 2308-0825
14. Economic development and biodiversity in new ecosystems in Healthy landscapes: green, regeneration, safety conference e-book ISBN 978-88-99838-52-2 December 2018

Publications on-line:

Cicogne e Migranti, available on www.europacheverra.eu 2010

Available on www.formazioneturismo.com: Turismo Responsabile, dal passato gli spunti per far crescere una Destinazione (Maggio 2017) Come creare un'immagine per vendere un luogo (Giugno 2017) Vendere la complessità di uno spazio (Luglio 2017); Il territorio tra coerenza e sostenibilità (Settembre 2017); Turismo, stop alle perturbazioni visive (Ottobre 2017), Marketing territoriale, non fate brutte immagini! (Novembre 2017), Scelta, Genius Loci e Brand (Dicembre 2017), Come fotografare una destinazione turistica (Gennaio 2018); Scelta, Genius Loci e Brand

(Febbraio 2018); Vendere il vuoto al turista? “Niente” di più facile (Marzo 2018); Le storie sulla Storia, come si crea interesse su una destinazione (Aprile 2018); Vendere la natura, le strategie di marketing turistico (Maggio 2018); Alta o bassa stagione? Ai turisti interessa solo essere felici (Giugno 2018); Bologna City Branding: come attirare turismo in una piccola città (Luglio 2018); Come promuovere una destinazione con i video (Ottobre 2018); Strategie di marketing turistico: no ai video wikipediani (Dicembre 2018).

Books: *Il Mondo È Una Cascata*, ed. Sassoscritto, Firenze, 9788888789781.

Lecturer at:

7th Conference of Sociology of Tourism, Alghero 2011

Meeting Italy-China: An Ancient Cultural Heritage And The Challenge For Future Development, Bologna 2012

Eurogeo 2013, Rome

UNEECC Cultural Encounters: The Mosaic Of Urban Identities 2013 Marseille

UNISCAPE Sixth Careggi Seminar, “Common Goods from a Landscape Perspective” 2014, Florence
2nd International Conference On: “RESEARCH And Education -Challenges Towards The Future”
Icrae 2014, Skhodra, Albania.

UNISCAPE 2018, Healthy landscapes: green, regeneration, safety: ECONOMIC DEVELOPMENT AND BIODIVERSITY IN NEW ECOSYSTEMS

Festival ITACA 2017, Festival Turismo Responsabile. Conferenza: Place – Values e Junkspace

BIT Milano 2018, Tourism marketing: place values; BIT Milano 2019: video making for tourism.

FROM 2018 – current job

IAAD- Istituto Arti Applicate e Design

University

IAAD

Professor of marketing and digital marketing.

Marketing evolution, storytelling, content marketing, social networks, market research, brand positioning, pricing, branding.

MARKETING CONSULTANT and soft skills consultant

Consultancy and training. FREELANCE.

Founding member of the study

Teacher and consultant (marketing and communication). Social Media Marketing. Start-up assessment. Decision making. Team building. Strategies. Storytelling. Sales techniques, mktg, creating campaigns, managing emotions, psychology, communication, visual merchandising, project management. Among the clients: **ITALIANA ASSICURAZIONI, CNA, LAVAZZA, DVP, HERA.**

19th October 2009 up to now

ECIPAR via Corticella 186, 40128 Bologna

CIOFS/CNOS via San Savino 35/37, 40128 Bologna

FONDAZIONE ALDINI VALERIANI via Bassanelli 9/11, 40128 Bologna

IFOA Via Calzoni 6/d 40128 Bologna

REBIS SrL Via Borgazzi, 4 20122 Milano

Consultancy and training. FREELANCE.

Teacher (Self-Employment)

Teacher: communication, marketing, soft skills, sales techniques, visual merchandising, project management, group management, customer satisfaction. Training Tour: LAVAZZA, AGENZIA FIRST-PROMOAZIONI: Piemonte, Liguria, Campania.

5th November 2009 – 15th June 2010

DIRECTION SAS via Galliera 40, 40100 Bologna

Executive search and head hunting for Renewable Energy Sector

Web Marketing Consultant. FREELANCE.

Content Manager directionenergia.com. Copy. Telemarketing, customer management, sellings.

14th December 2009 – 30th September 2010

CHANGE SPA via Guerrazzi, 21 - 50132 Firenze

Consultancy and training. FREELANCE.

Tutor and management training courses (Self-Employment)

Team Work on training projects of the **Province of Bologna**, personal sector. Organization classrooms: management and preparing teaching materials, records, tests, booking classrooms, administration and analysis of test data.

OTHER WORK EXPERIENCE

November 2003 up to now

C.S.I VILLAGGIO DEL FANCIULLO, via Scipione del Ferro 4, Bologna

U.I.S.P. SPORT AND FITNESS, Ozzano dell'Emilia, Bologna

Swimming

Swimming Teacher

I train several teams (adults, kids from 6 years; mental and physical disabled people).

2009

WILDER SRL, via Sallustiana 4 00187 Roma

TV production, Fox Channels Italy Srl

Co.Co.Pro. for **Amore Criminale RAI3**

Coordination of the different professional tasks for work and / or streams. Budget management and customer relations. Definition of tabellario delivery and processing phases. Identification of problems and intervention on the logistical shortfalls

13th October 2006-13th May 2007 e 10th June 2008-9th October 2008

AUTOFRANCE, via del Carrozzaio 2, Bologna

CITROËN

Logistic and selling (auto parts)

Inventory, auto parts sales, administrative duties, customers management, telemarketing

2006

CREDEM

Bank

Executive

Cashier, selling banking and insurance products, customer management

EDUCATION AND TRAINING

2002-2004

ALMA MATER STUDIORUM BOLOGNA

Master of Public, Social and Political Communication Sciences. Title of dissertation: "The social communication scenarios and methodologies" Rating: 107/110

Magisterial graduation

MOTHER TONGUE

ITALIAN

- Reading skills
- Writing skills
- Verbal skills

INGLESE SPAGNOLO FRANCESE

excellent

excellent

excellent

SOCIAL SKILLS AND COMPETENCES

2011: organizer of a cycling event called Ravorando. I work with the cycling club ASD GS Ravonese as communication manager. Ravorando has been awarded as equitable sustainable sporting event at the UISP competition "Good practices in competition in 2013".

2009: Publication of *Il Mondo è una cascata* (Sassoscritto, Florence). The book deals with my trips in Spain and South America. It is distributed online and in all the libraries of Italy.

2007: I lived South America. I wrote a report about this experience, available on line:

www.avventurainfinita.it.

2005: I lived in Spain (and Marocco). I wrote a report about European Islam and multiculturality.

ART SKILLS

I PLAY THE GUITAR

I WROTE A BOOK

DRIVE LICENSE

B License, own car

I authorize the processing of my personal data pursuant to Legislative Decree. 196 of 30 June 2003. – “Codice in materia di protezione dei dati personali” e dell’art. 6* e 13 GDPR 679/16 – “Regolamento europeo sulla protezione dei dati personali”

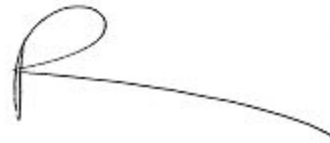
Referees:

Prof. Adriana Galvani adriana.galvani@unibo.it

Prof. Patrizia Fariselli patrizia.fariselli@unibo.it

Prof. Silvia Betti s.betti@unibo.it

14/05/2020

A handwritten signature in black ink, consisting of a large, stylized capital letter 'P' followed by a long horizontal stroke that tapers to the right.