



Edoardo Maria Castelli, Ph.D.

Communication, PR and Cultural Strategy Advisor

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Summary

Communication and public relations professional, with solid experience across various communication agencies, consultancy firms, and corporate environments. Strong expertise in stakeholder and media relations, multichannel communication, and client management, underpinned by a PhD-level academic background and ongoing research activities supporting continuous professional and strategic development.

Professional Experience

PR & Communication Advisor

Jaba Communication, Milan, Italy | From March 2022 | Strategy development, client account management and day-to-day management, team coordination, digital and press activities.

Junior Cultural Advisor

PTSCLAS Consulting, Milan - Rome, Italy | September 2020 - July 2021 | Market analysis, trend forecasting, management planning for UNESCO candidacy projects, budget analysis and reporting.

Junior Cultural Advisor

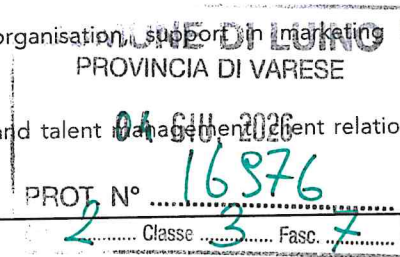
Sky Classica HD, Milan, Italy | June 2020 - October 2020 | Research and classification of financial data from major Italian symphonic institutions | Director: Prof. Fulvio Coltorti.

Marketing & Communication Assistant

Banca Generali, Milan, Italy | November 2019 - June 2020 | Event organisation, support in marketing budget management, and end-to-end supplier coordination.

Junior Account

Grumble, Milan, Italy | October 2018 - September 2019 | Talent scouting and talent management, client relations, and activity reporting.



Academic Experience

Teaching Assistant

Catholic University of the Sacred Heart, Milan, Italy | From September 2023 | Lectures series about Art Market and Cultural Institutions delivered within the courses "Economics of Financial Intermediaries" and "Securities Market".

Director: Prof.ssa Paola Fandella.

Academic Tutor

Catholic University of the Sacred Heart, Milan, Italy | February 2022 - May 2022 | Master's Programme "Unscripted Academy". Director: Prof. Massimo Scaglioni.

Junior Researcher

Salento University, Lecce, Italy | March 2022 - October 2022 | Director: Prof. Luigi Spedicato.

Education

Ph.D. National Programme in Heritage Science (SECS-P/08 - Economics and Management)

La Sapienza University, Rome, Italy | November 2022 - May 2026 | Thesis Title: Museum Institutions in the Digital Age: Technologies, Communication and Valorisation Models. A Comparison between Italy and the United Kingdom.

Ph.D. Visiting

Queen Mary University, School of Management, London, United Kingdom | March - October 2024 | Supervisor: Prof. A Rai.

Master's Degree in Communication for Business, Media and Culture (Cum laude)

Catholic University of the Sacred Heart, Milan, Italy | September 2017 - September 2019.

Bachelor's Degree in Economics and Management for Arts and Cultural Organisations

Catholic University of the Sacred Heart, Milan, Italy | September 2013 - July 2017.

Conference Presentation

Culture Shapes Our Future - International Conference

Roma Tre University, Rome, Italy | December 2023 | Poster presentation on TikTok use in Italian museums.

38th Conference on Science and Cultural Heritage

Bressanone, Italy | June 2023 | Presentation of the research project for the National PhD in Heritage Science.

Non-Profit Activities

District Representative and Deputy District Representative for Lombardy Region

Rotary International: Rotaract Young Leader Programme | July 2018 - June 2022 | Support and coordination of activities for 18 clubs within the district.

Academic Contributions

The Use of TikTok in Italian Public Museums: The TikTok Activation of the Gallerie degli Uffizi
Economia della Cultura, Vol. 2-3, 2024, pp. 469-473.

The Construction of Collective Digital Memory in Museums
IO01 Academic Journal, No. 5, 2024, pp. 54-58.

Digitisation to Implement Access and Communication of Cultural Heritage
Proceedings of the Conference "Scienze e Beni Culturali", 38th Edition, Bressanone, 2023, pp. 531-534.

Languages

English: C1 | French: A2 | Italian: Native