

# Elisa Barbieri



Strategic Storyeller  
Author and Poet  
Copywriter and Graphic Designer  
Lecturer and teacher  
Autobiography Expert  
Mindfulness Trainer  
Public Speaker

## Experience

NABA - Nuova Accademia Belle Arti Milano  
**Career Development Course Lecturer**  
**Graphic Design and Communication Course Lecturer**

2023 - now

LUA - Libera Università dell'Autobiografia di Anghiari  
**Autobiography Teacher**

2023 - now

PS Personal Storytelling (Parma, Italy)  
**Founder**

2020 - now

*Education Portfolio:* Talento Lab\_Università di Pavia,  
Touring Club Italiano, Barilla, Liceo Marconi Parma,  
Comune di Parma, Eidé Servizi Educativi Innovativi

*Communication Portfolio:* Lenz Fondazione, Davines,  
Comfort Zone, Chiesi Farmaceutici, Gamba 1918, Z-one  
Concept, Alfa-Parf, Authena

2020 - now

OZ Identità di Valore (Milan, Italy)  
**Associate**

*Portfolio:* Barilla, Comune di Parma, KCS Caregivers, Great  
Lenghts, Martini SPA

OO:am casa creativa (Parma, Italy)

**Associate, Art Director, Strategic Storyteller**

2003 - 2020

Garagedesign (Milan, Italy)

**Associate, Director of Mktg&Communication**

2009 - 2015

Davines SpA (Parma, Italy)

**Director of Mktg&Communication**

1998 - 2003



**For over 20 years I have been collaborating with international companies in the beauty, design, food and health sectors, to tell stories with an original and values-oriented strategic approach. In more recent years, I have dedicated to academic lecturing and autobiographical coaching.**

### INFO

Borgo Bernabei 22 - 43125 Parma  
Born 06-27-1972, Parma (Italy)

### CONTACT

[elisabarbieri72@gmail.com](mailto:elisabarbieri72@gmail.com)  
[e.barbieri@00am.it](mailto:e.barbieri@00am.it)

### WEBSITES&SOCIAL

[pspersonalstorytelling.com](http://pspersonalstorytelling.com)  
[ozvalori.com](http://ozvalori.com)  
[00am.it](http://00am.it)  
[garagedesign.it](http://garagedesign.it)



### SKILLS & EXPERTISE

Storytelling (written, live, video, podcast)  
Artistic Direction & Branding  
Graphic Design  
Screen Writing & Dramaturgy  
Public speaking  
Autobiographic & Creative Laboratories  
Mindfulness Training  
Press & PR management communication  
Mktg & social media management

## Poetry Publications

<b>Di lame e di latte</b> Edizioni Bertoni Perugia	2021
<b>A passo poetico</b> Mimesis Edizioni Milan	2021
<b>Emilia-Romagna, omaggio in versi e fotografie</b> Edizioni Bertoni Perugia	2020
<b>Pneuma, poesie del 39° anno</b> Edizioni Progetto Cultura, Rome	2012
<b>Sessanta Poeti</b> Edizioni Progetto Cultura, Rome	2011

## Festivals

COSCIENZA FESTIVAL BERCETO | ERMO COLLE | FESTIVAL AUTOBIOGRAFIA ANGHIANI  
| FESTIVAL DELLA CREATIVITÀ PARMA | FESTIVAL DELLA LENTEZZA COLORNO | FESTIVAL  
DELLA SALUTE LERICI | GIORNATE FAI I LIKE PARMA

## Cultural partnerships

ARGENTO VIVO COMUNE DI PARMA | CIRCOLO LUA PARMA | CIRCOLO THOREAU  
ANGHIARI | LEGGERE IN OLTRETORRENTE | LEGGERE INSIEME ASS.CULTURALE BATTEI |  
LIBERA UNIVERSITÀ DELL'AUTOBIOGRAFIA DI ANGHIANI

## Education

LUA - Libera Università dell'Autobiografia di Anghiari <b>LUA Official Autobiographic Trainer</b>	2012 - now
International Practitioners of Holistic Medicine (IPHM) <b>Mindfulness Facilitator</b>	2021
Albert-Ludwigs-Universitaet (Freiburg, Germany) <b>Scholarship at CRC 1015 Otium. Boundaries, Chronotopes, Practices</b>	2019 - 2020
IFOA (Reggio Emilia, Italy) <b>Master Degree in Marketing&amp;Communication</b>	1998
Università Cattolica del Sacro Cuore (Milan, Italy) <b>Bachelor of Foreign Languages and Literature &amp; Communication</b> Mark: 110 LODE/110	1996
Ludwig-Maximilians-Universität (Munich, Germany) <b>Erasmus Project, Theatre Sciences Area</b> (1st qualified out of 120 candidates)	1995
Guglielmo Marconi <b>Scientific Gymnasium</b> (Parma, Italy)	1991

## Soft Skills

Enthusiastic and Passionate \* Creative \* Genuinely Emphatetic \*  
Extraordinary Listener \* Excellent written and verbal Communicator \*  
Respectful and fair teamworker \* Flexbile Problem Solver \* Responsible  
and Autonomous

P.S.  


## LANGUAGES

Mothertongue: Italian  
German and English - C1 certified level  
Good knowledge of French and Spanish

## INFORMATIC SKILLS

Adobe Creative Suite (Photoshop,  
Indesign, Illustrator)  
Final Cut + Adobe Premiere  
Web design + email mktg (Squarespace)  
Animated presentations (Prezi)  
Tools for online events and workshops  
(Poll everywhere, Conceptboard,  
Msft Teams)  
Office (Word, Powerpoint, Excel)  
Storytelling tools (Microsoft Sway)

## PERSONAL INTERESTS

Poetry | Yoga | Mindfulness | Walking  
Philosophy | Psychology  
Theatre | Illustration | Dance  
Design  
Environmental issues  
Travel  
Scuba Diving | Stand Up Paddle

## REFERENCES

Andrea Dipace - Brand Manager, Mulino Bianco  
+39 337 1370437  
Monica Masetti - HR Director, Chiesi Espana  
+34 637 247909  
Stefania Bollati - Chief Happiness Officer  
Davines Group | +34 348 2315109

they say, I give "soul"  
to what I take care of...  
for sure, I give my soul to  
the projects I believe in