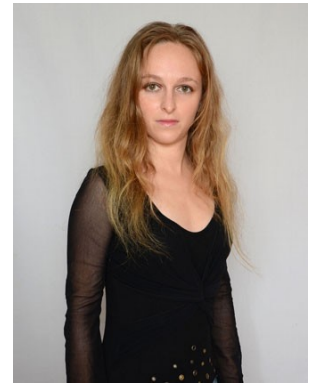


GISELLA CATERINA GALLENCA

Born: March 7, 1981 in Torino, Italy

Currently living in: Dar Es Salaam (Tanzania)



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Gisella Caterina Gallenca is a professional in the field of communication, living and working in Dar Es Salaam (Tanzania) since over 2 years, after studies and a 3 years' job in Italy. She has a Master Degree in Mass and Multimedia Communication. She took part in projects as journalist, editor, webmaster, copywriter, project manager, monitoring and evaluation.

EDUCATION

Master Degree in Multimedia and Mass Communication (2004 – 2007)

Università degli Studi di Torino (University of Torino)
Via Verdi 8, 10124 Torino, Italy
Degree achieved with rating 110/110. My final dissertation was a multimedia project and research based on the approach of User Centered Design and applied to the TV production area.

Bachelor Degree in Communication (2001 – 2003)

Università degli Studi di Torino (University of Torino)
Via Verdi 8, 10124 Torino, Italy
Degree achieved with rating 106/110. My final dissertation was a research about semiology applied to the media field.

High School Diploma (1996 – 2000)

Istituto Salesiano Valsalice
V.le Thovez 37, 10131 Torino, Italy
Degree with and emphasis on humanities.

LANGUAGES

Italian (mother language), English (fluent, spoken and written), Swahili (essential conversation).

COMPUTER

Software:

Dreamweaver, Flash, Fireworks, Photoshop, InDesign, Illustrator, Premiere (advanced)
Microsoft Office Suite, Email, Web Browsers, Calendar and Agenda functions (advanced)
Eclipse Development Suite (basics)

Operative Systems:

Advanced (with troubleshooting skills) in Windows, Macintosh and Linux Ubuntu

Programming languages:

HTML, HTML5, XHTML, CSS, Javascript
Basics of development for mobile supports

CMS:

Drupal, Joomla, Wordpress (advanced both for web development and web management)
Confident in working on any CMS

Server Technologies:

Linux, Apache, mySql, PHP

WORKING **EXPERIENCE**

Twenty4 Brand Communication (Nov 2011 - Current job)

Village Walk, 2nd floor opp. SeaCliff, Masaki, P.O. Box 105734, Dar Es Salaam, Tanzania
Advertising Agency. More information on www.twenty4web.com.

The company is one of the fastest growing advertising agencies in Tanzania. Last year they expanded the business developing a Digital Media department, where I took the position of Manager. Depending on the period, I coordinated a small team of developers or I worked alone, taking care of web design, development and copywriting at the same time. I report directly to the Managing Director.

Main responsibilities:

- web design and development
- web writing and copywriting
- maintenance and restyling of websites
- SEO and web marketing strategies
- hosting and domains administration
- creative concepts creation
- projects coordination

Main achievements:

- I take care of about 20 clients, 15 of them acquired during the last year
- In one year, the activity of the web department has become a regular and consistent source of income for the company
- Some of the best projects managed or developed by me: as functionalities, the website for the Commonwealth Parliamentary Association (<http://cpaaficaregion.org/>); as design quality, the website for Africa Inside Out (<http://www.africainsideout.org/>) and Wonder Workshop (<http://www.wonderworkshop.co.tz/>); as social impact, the mobile multimedia application for Pharmaccess Foundation (an article about it is on <http://www.twenty4web.com/blog/kncu-case-history-mobile-app-health>); as “fast & cheap” solution, the website for Azura Health & Fitness (<http://www.azura.co.tz/>); as support to sales, the website for Majinya Safaris (<http://www.majinyasafaris.com/>); as content curation, the blog for the Z Hotel (<http://www.thezhotel.com/our-blog/>).

Swahili Fashion Week (March 2011 - Nov 2011)

Plot 48B, Drive Inn, Namanga, P.O.Box 10684, Dar Es Salaam, Tanzania
Fashion Event. More information on www.swahilifashionweek.com.

Sponsored by USAID, the Swahili Fashion Week is the major fashion event in East Africa. It is led by the local fashion designer Mustafa Hassanali, who is both organizer and artistic director, and produced by South African agency Jan Malaan. I collaborated with them, reporting to the organizer, for some months during the planning and promotion phases, in the position of webmaster.

Main responsibilities:

- update, maintenance and monitoring of websites
- web coverage during events
- web writing

Main achievements:

- I developed a multifunctional website for the 2011 edition of the Swahili Fashion Week and other related events (most of the websites are no longer online)
- I managed the full Internet coverage before and during the 2011 edition of the Swahili Fashion Week, with daily updates and live web broadcasting

Reason for leaving: at the end of the event, I started my current job.

Edizioni Esav srl (2007 – 2010)

Via Cavour 50, 10123 Torino, Italy

Company operating in the field of trade and fashion publishing, distributing its products worldwide, over traditional and new media. More information on www.estetica.it.

Publisher of magazines related to the fashion sector ("Estetica" is the most popular), with headquarter in Italy and branches / franchisees in over 30 countries. I started to work here as intern, after university, and I progressed in about three years as editor and coordinator for web and multimedia products – reporting mainly to the Editor in Chief, but in some cases also to the Sales Manager, the Director and the CEO.

Main responsibilities:

- Editor: production of editorials and interviews, video and other multimedia contents, management and update of the corporate websites, development of newsletters, collaboration in upcoming web publishing projects, brand circulation on social networks, community management, data entry and update of images, contacts and other materials in the company's archives.
- Web Marketing: management and update of the Company's ecommerce system, planning and development of web marketing campaigns, development of promotional web pages and newsletters, collaboration in the development of special offers for web customers.
- Web Management: drawing up of monthly reports about the web department's activities, monitoring of the Company's website visibility on the main search engines, monitoring of access data using Google Analytics, relations with web partners and suppliers, consultancy about the purchase of IT services and copyright / privacy issues for the websites.
- General support to internal communication and PR: development of keynotes, mock-ups and multimedia presentations for Director and CEO; production of briefings of general interest for all the employees of the company, especially about new activities of the multimedia department.

Main achievements:

- Consistent contribution (draft of the start-up strategy, selection of the web agency and facilitation in the relations with the external project manager, collaboration in the design of the user interfaces, collaboration in the definition of the editorial plan, production of articles, daily check of deadlines and achievements) in the launch of a network of websites related to hairstyling and beauty: 2 portals for professionals (<http://www.estetica.it/> and <http://www.allure.it/>), 2 web magazines for consumers (<http://capelli.estetica.it/> and <http://bellezza.estetica.it/>), 1 ecommerce platform (<http://ecommerce.estetica.it/>), blog and other social media campaigns.
- Involvement in the work about web and new media of colleagues working in different departments (publishing, sales, circulation, advertising brokering, administration and accountancy, human resources, business strategy, legal, etc...), thanks to regular and clear presentations about the ongoing works and progress.
- Contribution in the production of TV programs for Fashion TV and other satellite channels of the sector, mostly for the DVD authoring and broadcasting via web (<http://www.estetica.it/index.php?method=multimedia&cat=6>).

Reason for leaving: some members of my family relocated in Tanzania; at the same time I've been offered the chance to try a period of long-term voluntary work in a development project, and I accepted.

Corriere dell'Arte (2000 – 2010)

Piazza Zara 3, 10133 Torino, Italy

Weekly magazine specialized in art, theatre and culture, with local circulation.

"Corriere dell'Arte" is a local newspaper of my city, Torino, dealing with art and other cultural topics. I collaborated with them, aside my studies and my main job, for about 10 years, writing weekly articles about dance and theatre.

Main responsibilities:

- writing of articles, reviews and interviews about theatre and dance, shows and personalities
- drafts review and proof reading

Main achievements:

- an average of 1 published article each week, for all the duration of the collaboration

Reason for leaving: I left Italy to Tanzania, so coverage on local events of my city has become impossible.

Experimenta (*oct/nov 2004 – sept/nov 2003*)

Parco Michelotti, Corso Casale 15 , 10131 Torino, Italy

Popular/scientific park.

"Experimenta" is a popular scientific park, targeted mainly to students of primary and secondary schools. I worked there as guide, during the years of university.

Main responsibilities:

- didactic guide for schools

Reason for leaving: studies.

FURTHER DETAILS

Other projects as Freelance Web Designer

- <http://www.poojajeshang.com> (in Tanzania)
- <http://www.chiarabertoglio.com> (in Italy)

Workshops & Teaching

In July 2012, I held a lecture about web design at the St. Joseph College of Technology in Dar Es Salaam. More info at <http://www.pinkcoffee.it/designlab/into-the-mobile-dev-jungle>.

Articles & Research

"Back to the future: Continuity Affordances in interactive TV" by Roberto Montanari, Gisella Gallenca, Stefano Marzani, Rossana Simeoni, Monica Perrero, Agnese Vellar - Presented at CHI2007 Workshop in San Jose, California.

Relevant Voluntary Work in Tanzania

- TANZICT Innovation Hub (Dar Es Salaam / Tanzania, March – June 2012)
I organized and facilitated six workshops about web design, introducing topics such as UI and usability, creative graphics and coding.
More info at <http://www.pinkcoffee.it/designlab/tanzict>.
- L.IN.E.A. Ngo (Dar Es Salaam and Kilindi / Tanzania, July 2010 - March 2011)
Monitoring, evaluation and funding activities in a project dealing with primary education for women of the Maasai community in Kilindi District.

Hobbies

Creative writing, dance, photography, traveling, art & craft, blogging (www.pinkcoffee.it).

Interests

Literature, fashion, technology, African and Japanese cultures and current affairs.

Driving license

International driving license.

Residence and Work Permit

Holding a regular Work Permit Class B for Tanzania, expiring on July 2014.