



FABIO TESAURO

FOOD CRITIC, CONTENT WRITER & MARKETING SPECIALIST

INTRODUCTION

Hello, my name is Fabio and I am a food & beverage specialist.

I am a very curious person, I like history, art and everything new related to my food sector as well.

I am also passionate about communication, marketing, sales (and management) and for the story-telling of the product: I cultivate all of them to improve more and more

CONTACTS

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Address: Corso San Maurizio 63,
Turin (TO) 10124 - Italy

Date of Birth: 4 January 1994

PROFESSIONAL SKILLS

- Content creation
- Writing (for web and academic papers)
- Effective communication
- Leadership and management
- Teamwork
- Qualitative and quantitative data analysis
- Marketing
- Social media management

KNOWN SOFTWARES

- Microsoft Office & Office suite (word, power point, etc.)
- Wordpress
- Hubspot
- Shopify
- Basic knowledge of marketing techniques on social media and online communication/writing

LANGUAGES

- Italian: native
- English: advanced (C1 level)
- French: excellent (Baccalauréat, French high school diploma)
- Spanish: basic (A2)

PROFESSIONAL EXPERIENCES

DIGITAL MARKETING AND CONTENT SPECIALIST

Conkilia.it, july 2022-january 2023 // Especially Puglia january 2023-may 2023

- Social media management and content creation, i.e. writing articles, mails, newsletters, social media posts for the online platform;
- Connecting with customers about available products and subsequent creation of price quotes for all the references;
- Writing down product listings about the items on sale.

WEB CONTENT WRITER

Visàvin (www.visavin.it/author/fabio-tesauro), march 2019-september 2019

- Writing articles on the website visavin.it (Visàvin) related to the wine world and about viticulture and wine-making realities.
- Key results: telling about wine from different perspectives (historical, sociological, interviews), writing compelling articles by using the WordPress platform.

COPYWRITER

WineFood Market (Prague - Czech Republic), may 2018-december 2018

- Writing and publishing a food catalog about affiliated producers and their products.
- Writing a brief textbook for children, related to garden products and eco-sustainability.
- Key results: explain the product in a more captivating style, in order to grab the reader's attention (both adult and child) and to communicate complexity, in a clear and understandable way.

CO-WRITER

University of Gastronomic Sciences (Bra - Italy) january 2019-today

- Collaboration with professor Paolo Corvo in writing sociological essays related to the world of gastronomy, including a chapter on the book dedicated to the sociologist Costantino Cipolla and another chapter about novel foods.

PANEL EXPERT

Regione Piemonte (Turin - Italy), september 2019-september 2022

- Panel expert, i.e. judging and choosing the companies who will receive the important Craftsmanship Excellence award for their regional craft food productions; the reference products are cheeses, cured meats, spirits, liqueurs, beer, roasting products, chocolate, candies, nougat-based confectionery, fresh pasta, delicatessen products and under-glass foods.



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INDIVIDUAL QUALITIES

Pro-activity

Ability to propose new solutions, to take action in solving problems and implement them in a short period of time

Attention to detail

Ability to precisely perform an entrusted task, taking care of every detail

Curiosity

Strong push towards the knowledge of new instances, desire to learn new subjects and elements of interest

Travel lover

Innate passion for travel: I visited many places around the world, such as India, United States, Canada, Oman, United Arab Emirates, United Kingdom, Ireland, Greece, Morocco, Tunisia and Egypt.

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EDUCATION

UNIVERSITY OF GASTRONOMIC SCIENCES

Bachelor's degree in Gastronomic Sciences (Pollenzo/Bra - Italy), september 2013-march 2017

- Holistic knowledge of eno-gastronomy: UNISG provides a holistic, multi-disciplinary, in-depth approach to understanding the entire web of food, examining complex interdependencies between production and consumption.
- Relevant courses: history, philosophy, sociology, economics, marketing, eco-design, sensory analysis, law, microbiology, food & beverage, tourism, biodiversity, botany, semiotics, nutraceutical and study of raw materials, including: spirits, wines and beers, cheeses, cured meats, pasta and rice, extra virgin olive oil, vinegar, salt and spices, chocolate, coffee and tea.
- Professional skills: panel tester (trained taster for sensory analysis tests - chocolate, beer and wine - in 2014-2015, with a certificate of achievement) and participation in the Italian Taster project in 2015, with certificate of achievement.

CONVITTO NAZIONALE UMBERTO I

European High School diploma (Turin - Italy) september 2008-july 2013

- Harmonious human and cultural formation that fosters behaviours marked by intellectual and psychological availability, methodological and critical awareness and open-mindedness, also through intercultural trips (India, France and Spain).
- Relevant themes: literature, classical letters (Latin and ancient Greek), history, philosophy, law, economics, languages (English and French).
- Skills: double high school diploma in Italian and French (Esabac), issued by Convitto.

VOLUNTEERING

EVENT ORGANISER

Centro d'Incontro Salvatore Scavello (Turin - Italy), 2012-2015

- Events and culture trips organization, with a special dedication to the elders in the Falchera neighbourhood.
- Key results: learn how to set an event, with all details; understand how to solve possible issues and how to proceed in the activity to complete it.

OTHER EXPERIENCES

- Educational trips in different regions of the world: food and wine tours, as tourist-students (with destinations including Thailand, Austria, Spain, Italy, etc.); they opened my mind to different visions of the great world of food and wine.
- Participation in the UNISG university choir, from 2013 to 2015; I learned the traditional songs of Langhe and Roero, and I took part at the "cantè j'eu", a very famous event that takes up the Piedmontese old tradition and takes place in the cellars of the Alba area, during Easter time.