



Martha Fabbri Curriculum Vitae as of July 2015

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Born on December 25th, 1974, in Lucca, Italy

Address: via Paolo VI 20, 20062 Cassano D'Adda (Milano), Italy

MAIN PROFESSIONAL EXPERIENCE

Maths and Science Manager

MONDADORI EDUCATION (MILANO)
Since January 2012

EDITORIAL MANAGEMENT

We design and produce new multimedia titles and new editions, both original and in translation, aimed at intermediate and high school. The branch relies on several outsourced teams and collaborators. I report to the editorial director and collaborate with Marketing, Sales, Legal.

Teacher of Book Publishing

SISSA-ISAS (TRIESTE)
Since November 2003

POST GRADUATE TEACHING, TUTORING

My seminar is offered by the School in Science communication, at the Sissa – International School for Advanced Studies, Trieste.

Foreign Rights Manager

SIRONI EDITORE, ALPHA TEST SRL
(MILANO)
April 2008 – December 2011

B2B MARKETING AND SALES

I envisioned and built the international network of the publishing house. I designed the foreign rights marketing strategy, procedures, contract models. I curated information material and newsletters. I managed the attendance at the main national and international fairs.

Non Fiction Executive Editor

SIRONI EDITORE, ALPHA TEST SRL
(MILANO)
June 2002 – December 2011

EDITING, CONTENT DESIGN, SOCIAL WEB MARKETING, TRANSLATION

I took care of every step in the publishing process, including commissioning, author and contracts management. I wrote covers, commercial material, web material. I collaborated with Marketing, PR, Sales. In Fall 2008 a series of quiz books I edited appeared among the earliest iPhone apps. I created and managed “La mucca di Schrödinger”, the first Italian experiment of cultural marketing on Facebook.

Fellow

FRANKFURT BOOK FAIR (GERMANY)
October 2009

PROFESSIONAL TRAINING, INTERNATIONAL NETWORKING

I was selected to attend a programme focused on information exchange, professional dialogue, and the creation of networks between young international publishers, organised by the main publishing fair in the world.

Student

STANFORD PROFESSIONAL
PUBLISHING COURSE, STANFORD
UNIVERSITY (USA)
July 2008

PROFESSIONAL TRAINING, INTERNATIONAL NETWORKING

At the time the course, later moved to Yale, was taught by industry leaders and faculty from Stanford. It offered a practical curriculum on the shift towards digital in publishing, and provided a worldwide network. There I had my earliest glimpse at how to use social networks in a professional environment.

Head of Exhibitors and Bookshop

FEST, INTERNATIONAL SCIENCE
MEDIA FAIR (TRIESTE)
October 2007 – April 2008

ACCOUNT MANAGEMENT, EVENT MARKETING

The challenge was recruiting enough publishing exhibitors to build the fair's exhibition: I did, managed their presence at the fair, and for most sales topped those at the Torino Book Fair. I managed the riotous group of booksellers from Trieste that organised the fair's bookshop.

Maths and Physics Teacher ALPHA TEST SRL (MILANO) July 2000 – March 2008	UNDERGRADUATE TEACHING, WRITING Teaching of maths and physics intensive courses, aimed at classes up to 200 students. Authoring of textbooks and presentation material.
Scientific Editor ALPHA TEST SRL (MILANO) July 2000 – June 2002	OFFICE COORDINATION, CONTENT MANAGEMENT Coordination of the scientific editorial office, content management (www.testonline.it), copyediting, authoring, layout.

EDUCATION

PhD Student, International History UNIVERSITÀ DEGLI STUDI DI MILANO a.y. 2004-2005	I won the grant but felt best to leave the course one year later, after having realised that doing any serious research was impossible in that environment.
Master in Science Communication SCHOOL IN SCIENCE COMMUNICATION, SISSA (TRIESTE) a.y. 2002-2003	<i>Grade: 30/30 cum laude.</i> Thesis: “Sadi Carnot and the birth of thermodynamics. Sketches for a novel”.
Bachelor’s Degree in Physics UNIVERSITÀ DI PISA a.y. 1998-1999	<i>Grade: 110/110 (the Italian title “laurea del vecchio ordinamento” is equivalent to a Bachelor’s degree plus one year research programme, or to a Bachelor’s plus Master’s).</i> Thesis: “Non invasive analysis of paint pigments via MIR fiber optic reflectance”. My research was published in two papers on <i>Applied Spectroscopy</i> , 55 (2001).
Diploma di Liceo scientifico IM C. LORENZINI (PESCIA) 1993	<i>Grade: 60/60.</i>

SKILLS AND COMPETENCIES

Foreign languages	Italian: mother tongue. English: excellent, both written and oral (Cambridge Certificate of Proficiency in English, 1998). I know French at a school level. I began studying Portuguese .
Computer and web	PC and Mac. Adobe Suite (Acrobat, Photoshop, Illustrator, InDesign). Microsoft Office (Word, Excel, Power Point). ContactLab, FileMaker, FrameMaker, LaTeX. Facebook, Twitter, Tumblr. Google apps.
More	Physics taught me about quantity, models, and resilience. I tend to reach over my comfort threshold, tickled by curiosity and challenges. Publishing taught me about detail, process, and targets. I thrive on experiments, better if in a team environment. Teaching strengthened my inclination for interpersonal communication and sense of community. I was elected as a student representative both at high school and at university, and I am a founder member of the Science Writers in Italy association. I have learnt to handle stress, large audiences, long hours, and mistakes. I am an impertinent learner, a dependable colleague, a loyal friend. I have a passion for my family, trekking, design, and infographics.