

Andrea Sarubbi

Communications professional with strong policy and advocacy background, excellent creative skills as well as the intellectual capacity to absorb complex policy issues in order to develop appropriate strategies. Ability to organize multiple goals/priorities to meet all kinds of communications/sensitive situations to achieve effective results. Former member of Italian Parliament. Pioneer in political communication in Italy with the #opencamera project for transparency/outreach. Expertise includes:

- Communication strategies/partnerships
- Political savvy / Policy making
- High profile multimedia campaigns
- Broad knowledge/understanding of international institutions
- Wide range working relationships with political leaders
- Work experience in international context/different languages
- Political/Religious communication
- Social issues/Human rights advocacy/Civic engagement
- Journalistic analysis
- Non-profit, volunteer work

WORK EXPERIENCE

May 2020 – Present **Senior Advisor for Outreach + The Pope Video Coordinator**

The Pope's Worldwide Prayer Network

I supervise and direct The Pope Video, a monthly video in 23 languages with the participation of the Pope, recruiting international professionals for its production, taking care directly with the Holy See to publish the video on the Pope's social profiles, coordinating the work of a communications agency (based in Spain and Argentina) for its worldwide distribution. I also develop the entire range of activities related to partnerships, fundraising and communication of the Pope's Worldwide Prayer Network, present in 98 countries, in close coordination with the International Director.

Nov 2015 – Present **TV Journalist, Editor, Anchorman**

Tv2000

Copywriter, anchorman, reporter and editor-in-chief of "[Today](#)", a weekly in-depth about international/social issues. My TV show deals with world crises/human rights issues and social issues. I choose the subjects, the free-lance reporters to hire, the guests. I initiate program ideas and I personally review proposals from all sources inside/outside TV2000, including co-production suggestions from institutions, NGOs, free lance journalists and other TV channels.

May 2013 – Mar 2018 **Strategic Consultant for Communications and Public Affairs**

Transport & Telecommunications Committee, Camera dei Deputati (Italian Lower House)

Mostly dealing with the public policy issues regarding IT (digital switchover, digital divide, intellectual property, pluralism of information, hate speech, digital agenda, open data), interacting with higher-level stakeholders (TV broadcasters, Facebook, Google, main TLC companies). I create and maintain networks of high-level communications with media companies, content creators, the press, other groups and organizations in civil society.

May 2013 – Dec 2015 **Strategic Communications/PR Coordinator**

Fondazione Gesuiti Educazione (Jesuit Foundation for Education)

As a responsible for institutional branding, media relations and digital engagement, I supervised and developed PR and strategic communications plans: relationships with media organizations, DVDs and [Youtube videos](#), traditional and [new media campaigns](#), [publications](#), [websites](#), hangouts. I taught communication/social networks skills to professionals in the 7 colleges run by the Jesuits in Italy and Albania. I managed major public information campaigns. I promoted media coverage ([TV](#), radio, newspapers, websites). I organized public events and media events, conducting presentations and serving as lead spokesperson. I provided guidance on all editorial matters. I organized fundraising events involving partners, celebrities and media.

- Apr 2008 – Mar 2013** **Member of Italian Parliament**
 Camera dei deputati (Italian Lower House)
 In [my 5-year experience](#) as a member of Parliament, I strongly focused on human rights. I dealt with immigration, poverty reduction, MDGs, NGOs, non profit, education, international development, freedom of media, pluralism of information, interreligious dialogue. Action Aid named me one of the top 10 MPs (out of 945) in fighting poverty. Furthermore, I literally revolutionized political communications in Italy with the creation of an extremely popular social media campaign for transparency called [#opencamera \(#openhouse\)](#), which is now officially used by the Italian Parliament. The campaign was analyzed by college students in their final dissertation and by communication teachers in their [academic publications](#). I wrote dozens of [articles](#), [gave interviews](#) and held conferences about the role of social media in politics and the nature of contemporary communications.
- Nov 1999 – Feb 2008** **TV Journalist, Editor, Anchorman, Copywriter**
 Rai, Radio Televisione Italiana (Italian State TV)
 I ran the show "A Sua Immagine", dealing with religious and social issues. I coordinated the editorial team (about 20 units). I managed broadcast productions. I edited videos. I implemented many public information campaigns. I assisted the supervisor in the preparation of annual budgets. I reported from Albania, Brazil, Canada, France, Germany, Israel, Palestine, Poland, Portugal, Switzerland, Turkey, United States.
- AY 2006-2007** **Visiting Professor**
 Scuola di Giornalismo LUISS – Libera Università Internazionale degli Studi Sociali
 I taught *Vatican Communications* at the Master in Journalism, focusing on the relation between the Catholic Church and the media and stressing the challenges brought by TV and the web.
- Dec 1996 – Sep 2005** **Journalist, anchorman**
 Vatican Radio
 I worked at the news program, then I ran and supervised a daily program in 5 languages (Italian, English, French, Spanish and Portuguese) during the Jubilee. After that, I went back to the news program International Unit, mostly dealing with international affairs, economic, social and sustainable development issues. I covered several international summits. I reported from Brazil, Canada, Egypt, France, Germany, Israel, Palestine, Poland, Qatar, Spain, Switzerland, Turkey, United States.

VOLUNTARY WORK

- 1988 – Present** **Campaigns, Outreach/Donors relations**
 Centro Astalli, Calciosociale
- Since I was a member of the Parliament, I have been helping the Calciosociale project, in the outskirts of Rome and other towns in Italy, founded and directed by Ashoka fellow Massimo Vallati. I take care of their donors relations, partnerships, outreach and media strategy. I helped raise 350,000 euros donations from public/private donors. Now I am writing and producing a TV series about the project.
 - In my many years of voluntary work at Centro Astalli (Jesuit Refugee Service), I took care of the dormitory in San Saba, I translated in Italian both the *Servir* magazine and *Dispatches*, I served at the soup kitchen. Besides all that, during my alternative civilian service (1994-1995) I ran a leather workshop, where a dozen of refugees worked.
 - I worked at a digital project with UNICEF Italia and the whywhy.com team, with graphics and animation, about civilians affected by the war in Yemen. I also directed/produced video campaigns for International NGOs (Casa do Menor, Vides) working with street children in Brazil.
 - I created and directed a well-known podcast in March-May 2020 featuring celebrities and leaders, providing spiritual guidance during the Covid-19 emergency and the lockdown.

PERSONAL SKILLS

Mother tongue Italian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Spanish	C2	C2	C2	C2	C2
French	C2	C2	B2	B2	B1
Portuguese	B2	B2	B1	A2	A2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

- Communication skills
- Excellent communication skills, both written and oral.
- Computer skills
- Excellent command of Internet, Social networks, Microsoft Office™ tools, liveblogging platforms.

EDUCATION

1996 **Master in Parliamentary Studies**
Luiss, Rome

Nov 1990 – Apr 1995 **B.A. in Political Sciences**
Luiss, Rome – LSE, London

- Degree *summa cum laude* in Political Sciences at Luiss. Erasmus project at London School of Economics (1992-1993) focusing on Industrial relations, Economic history and Demography.

1990 **High school diploma, classical studies**
Istituto Massimiliano Massimo, Roma

- In 1988, I had a summer students exchange with the Xavier High School in New York.

ADDITIONAL INFORMATION

- Publications
- La Lega Qualunque, Armando editore, 1995. A book about new and old political parties in Italy, with a chapter about their communication and language.
 - Hundreds of articles about national and international issues.
 - Many [interviews](#) and [articles](#) about Social media and Politics.

- Honors and awards
- Knight, Order of Merit of the Italian Republic, 2007. I was awarded by the Italian President, Giorgio Napolitano, for my social, philanthropic and humanitarian activities.