Silvia Spano
COMMUNICATION EU PROJECT MANAGER

Specialised in designing and implementing multi-channel communication strategies for EU-funded projects. Deeply experienced in creating DEC Plans, visual identities, accessible websites, and engaging content tailored to diverse audiences.
I have a strong focus on inclusion, accessibility, and ensuring the long-term impact of project results through strategic dissemination and exploitation.

SARDINIA, ITALY
working full remote

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LINKEDIN
silviaspano

COMPETENCES

👉 EU Projects Dissemination

👉 Social Media (Meta Business Manager and Adv Manager)

👉 AI tools (ChatGPT, MidJourney and many others)

👉 Graphic Design (Illustrator, Figma, Photoshop, Indesign)

👉 Web Design (Wordpress, Elementor)

👉 Project Management (Microsoft Office, Notion, Google Workspace, Mirò and many others)

MAIN WORK EXPERIENCE

📌 **COMMUNICATION PROJECT MANAGER**
Quality Culture (full remote) | 2023 - ongoing

I lead the communication of EU projects (such as Erasmus+, Creative Europe, ESF) from concept to completion, ensuring strategies are accessible, targeted, and long-lasting. I develop DEC Plans, define KPIs, and create strong visual identities tailored to each project's audience and goals. I design inclusive websites, manage social media, and craft content that informs, engages, and empowers. My focus is always on making project results visible, understandable, and impactful online and offline, during and beyond the project's lifetime.

📌 **GRANT WRITER & EU PROJECT MANAGER**
Quality Culture (full remote) | 2024 - ongoing

I write and manage EU-funded projects with a strong focus on social inclusion, accessibility, and community empowerment. I've worked mainly with Erasmus+, Creative Europe, and CERV programmes, contributing also to Horizon and ESF proposals. My role spans from drafting high-impact proposals to coordinating project implementation: managing timelines, reporting, events, and partnerships.

📌 **DIGITAL STRATEGIST & CONTENT CREATOR**
Freelencer | 2020 - 2023

As a freelancer, I supported small businesses and cultural projects in shaping their visual identity and digital presence. I developed tailored communication strategies, created brand identities, and produced content for social media, web, and print. I also designed websites and experimented with interactive formats like augmented reality to enhance user engagement. This role allowed me to blend creativity with strategic thinking, always keeping the message clear, consistent, and people-centered.

EDUCATION AND TRAININGS

📖 **AI PROMPT DESIGN COURSE**
2025

This course introduced me to the full potential of AI in creative communication. I explored prompt engineering techniques and learned how to effectively interact with tools like ChatGPT, Midjourney, Claude, Adobe Firefly, Perplexity, and others. I also gained practical experience in designing GPT-based projects, understanding offline AI models, and integrating these technologies into communication strategies, content creation, and even grant writing.

📖 **MASTER IN EU PROJECT MANAGEMENT**
2023

During this hands-on master's program, I developed practical skills in European project design and management. I learned to read and interpret funding calls, build effective partnerships, and write structured proposals aligned with Project Cycle Management and the Logical Framework Approach. A highlight was co-developing and pitching a small-scale Erasmus+ project.

📖 **BACHELORS' DEGREE IN COMMUNICATION STUDIES**
University of Cagliari (UNICA) | 2016-2019

This degree provided me with a strong academic foundation in communication theory, marketing, psychology, and digital media. It shaped my critical thinking and creativity across multiple disciplines — from sociology to cinema and even computer science. I also sharpened my writing, storytelling, and visual communication skills, which continue to inspire my professional approach today.