

VERONICA CORNACCHIONE

Coordinator of Work Package 5 “Dissemination, Cultural Mediation and Open Data” for the Enacting Artistic Research (EAR) project at the Academy of Fine Arts of Rome.

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PROFILE

Veronica Cornacchione is a communications professional with over eight years of international experience in strategic roles requiring coordination, stakeholder management, and collaboration with multicultural teams. Specialized in the development and implementation of communication strategies, she has led high-impact campaigns, institutional events, and creative collaborations, contributing to strengthening the visibility and positioning of organizations on a global scale.

She is currently coordinating Work Package 5 of the *Enacting Artistic Research* (EAR) project at the Academy of Fine Arts in Rome. Previously, she held key communication roles for the World Health Organization’s (WHO) Health and Migration Programme, the Italian Agency for Development Cooperation (AICS) in Sudan and Ethiopia, and the European Regions Research and Innovation Network (ERRIN) in Brussels, where she developed effective strategies to engage institutional stakeholders.

Selected in 2019 for the *United Nations Italian Fellowships Programme*, sponsored by the Italian Government and implemented by the United Nations Department of Economic and Social Affairs (UNDESA), Veronica has further strengthened her expertise in institutional communication and strategic partnership building. She holds degrees in Foreign Languages and International Relations and was recently recognized as a *Nova Talent*.

Languages: Italian, English, French.

CAREER HIGHLIGHTS

December 2024– Present	<p>COORDINATOR - WORK PACKAGE 5 “DISSEMINATION, CULTURAL MEDIATION AND OPEN DATA” FOR THE ENACTING ARTISTIC RESEARCH (EAR) PROJECT</p> <p>Academy of Fine Arts of Rome</p> <ul style="list-style-type: none">• Develops and implements a comprehensive communication and dissemination strategy, ensuring a strong, consistent presence across digital and offline channels.• Launches the project website and newsletter, establishing a clear and cohesive digital identity.• Creates targeted, engaging content for social media and digital platforms, tailored to diverse audiences and communication objectives.• Coordinates communication efforts across project partners to align messaging and amplify visibility.
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December 2022–
July 2024

COMMUNICATIONS OFFICER (HEALTH AND MIGRATION PROGRAMME)
World Health Organization (WHO)

- Acted as a strategic advisor to senior leadership, including the Director-General, by developing consistent messaging and advocacy aligned with organizational priorities.
- Developed and executed multi-channel communication strategies that increased visibility and engagement, including a 195% web traffic growth.
- Managed cross-functional initiatives and digital campaigns for global reports and events (e.g., the first-ever WHO World Report on the Health of Refugees and Migrants), ensuring cohesive narratives and visual identity in line with WHO's brand.
- Cultivated high-profile relationships (e.g., Nobel Laureates, influencers) to reinforce WHO's brand leadership and support public affairs goals.

February 2021–
November 2022

COMMUNICATIONS CONSULTANT (HEALTH AND MIGRATION PROGRAMME)
World Health Organization (WHO)

- Led internal and external storytelling efforts, including for key international advocacy moments, securing buy-in across departments and enhancing employee and partner alignment during global campaigns.
- Increased participation in the yearly flagship event "Global School on Refugee and Migrant Health" sixfold through an effective and targeted communication strategy.
- Oversaw media relations for major reports and launches, coordinated press coverage.
- Contributed to WHO global communication strategy planning and execution.

January 2020–
January 2021

COMMUNICATION OFFICER (EU-FUNDED PROJECT "STRENGTHENING RESILIENCE FOR REFUGEES, IDPS AND HOST COMMUNITIES IN EASTERN SUDAN")

Italian Agency for Development Cooperation – Khartoum Office

- Spearheaded LinkedIn strategy, driving organic growth through a targeted content plan that boosted brand visibility and increased follower retention.
- Launched a high-impact social media campaign to combat COVID-19, achieving rapid reach and engagement across platforms.
- Managed high-profile events, including those with the Italy's Vice Minister of Foreign Affairs and International Cooperation, the Ambassador of Italy in Sudan and the UN Secretary-General's Youth Adviser for Climate Change, enhancing the agency's brand presence and building strategic partnerships with key stakeholders.

January 2019–
December 2019

COMMUNICATION OFFICER
Italian Agency for Development Cooperation – Addis Ababa Office

- Led media relations efforts, securing coverage for Agency's projects in Ethiopia on the Italian State Television and coordinating high-impact press visits to elevate the Agency's global presence.

- Managed website transition, overseeing the development and launch of a new WordPress site, ensuring consistent content creation to drive engagement and optimize visitor experience.
- Developed and executed strategic communication plans, amplifying the Agency's digital presence and increasing visibility across leadership platforms and social media channels.

July 2016–
December 2018

COMMUNICATION OFFICER
European Regions Research and Innovation Network (ERRIN)

- Developed and executed an integrated communication and stakeholder engagement strategy, resulting in a 20% year-over-year increase in member satisfaction.
- Acted as a connector and facilitator, enhancing the network's external visibility and enabling successful participation of its members in consortia for EU-funded projects.
- Managed institutional relations, organized high-impact events with 500+ participants, and led the digital transformation of ERRIN's communication tools, including social media rebranding.
- Supported leadership with internal communication tools and messaging to ensure organizational coherence and strategic direction.

EDUCATION

October 2013–
March 2016

MASTER'S DEGREE
LUISS Guido Carli University, Rome

Graduated with honors in International Relations (degree fully taught in English)

September 2014–
February 2015

BILATER EXCHANGE PROGRAM
MGIMO, Moscow

October 2009–
March 2013

BACHELOR'S DEGREE
Sapienza University, Rome

Graduated with honors in Languages and Cultures in Modern World

September 2011–
June 2012

ERASMUS EXCHANGE PROGRAM
University of Vienna

CERTIFICATIONS

2024

MCKINSEY FORWARD PROGRAM
McKinsey & Company

2020

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION
University of California, Davis (offered through Coursera)

RECOGNITIONS

2024

NOVA TALENT

Nova, Madrid

Nova is the merit-based access network where the top 3% of talent connect with each other, develop and accelerate their careers.

2018–2019

UNITED NATIONS FELLOW

Department of Economic and Social Affairs of the United Nations, Italy

The Fellowships Programme for Technical Cooperation Capacity Building and Human Resources Development is an initiative funded by the Directorate General for Development Cooperation of the Ministry of Foreign Affairs and International Cooperation of Italy. It is implemented by the United Nations Department of Economic and Social Affairs (UNDESA) and targets post-graduate Italian nationals. The initiative awards on average 34 fellowships a year.