

ZARIFA MARIA GAROFALO

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PROFESSIONAL PROFILE

Expert level skills in creating, developing and managing international clients, brands, events, new businesses and teams. Over 20 years of demonstrated international experience across various industries. Proven track record in Event Production, marketing, networking, external relations and communication.

CORE COMPETENCIES

- Established and trusted relationships with clients and vendors
- Crisis management and team building
- Creative storyteller and brand narrative influencer
- Natural leader and developer of people
- Fluent in Italian, English; Studied French, German, Farsi

LATEST EXPERIENCES

2023 FPM US

Present Marketing Consultant and Event Producer

2014 Zmg Synergies

Present FOUNDER and SPECIAL EVENTS PRODUCER

Creating, designing and producing luxury custom-made turn-key solution experiences; Interni Magazine, FERRARI New York, House of Sound (NY), MCIntosh Group, Industria Superstudio, Alitalia, Urbani Truffles USA, Rev'IT USA, GEA International, Smeg, MAXUS, David di Donatello Academy Awards in New York, Future Food Americas, Filicori Zecchini USA, Lucciola Restaurant, Piccolo Cafe, Tommy Hilfiger, Pirelli Tire, Loacker USA, Smart Cities New York (2018-2019), Interni/Panorama, The Council for the United States and Italy, International Friends of Festival Verdi, Luceplan, Poltrona Frau, Moroso, Bologna Fiere Cosmoprof, Surgical America, and many more.

2013 Talent management & Publicist

Present Publicist of Executive Chef Michele C. Massari (Executive Chef for FERRARI NA, Parmigiano Reggiano USA, Felicetti, and many more); 2013 Talent Scout&Manager of Director Shubashish Bhutiani [winner of Orizzonti at 70th Venice Film Festival and in the 2013 Academy Awards (Oscars) short list, with his first short film]

2015 Marina Abramovic LLC

2022 EVENT PLANNER and COORDINATOR

Organizing events in Marina Abramovic Manhattan residence and supporting the production and Sponsor outreach for her 70th Birthday at the Guggenheim (2016)

2017 Sally Fisher PR

PR and SPECIAL EVENTS

PR team coordinator and Event producer during NYFW and TIFF

2016 Industria SuperStudio (event space of Fabrizio Ferri)

DIRECTOR OF MARKETING

Marketing strategy and rebranding for Industria on their 25th Anniversary and new locations opening. Liaison with Rolling Stones "Exhibitionism" Marketing Team for the first US opening

2011 Goldstein Communications

2014 DIRECTOR OF INTERNATIONAL BUSINESS DEVELOPMENT and MARKETING

Creating new international network; Managing Social Media Platforms; Producing Concerts, Movie premiers, Store openings, Sport Tournaments, Trade Shows.

Representing talents at Venice Film Festival. Event Marketing brand strategies.

EDUCATION

2011 • New York University • Certificate in Special Events Management

2007 • University of Parma • Master in Political Science

REFERENCES

Upon Request