

Warren Joseph Bugeja

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EDUCATION

University of Birmingham, UK

09/2021 – 09/2023

MA in International Heritage Management (Distinction)

- Modules: Critical Approaches to Heritage, Heritage Management Conservation, Heritage Management Practice, Research Skills, Sources and Methods in Heritage Studies, World Heritage Case Study, Heritage Interpretation
- Dissertation (distinction): Identifying pathways for the interpretation of food in museums and heritage sites in Malta
- Endeavour EU Scholarship Award
- Masters Campus Based Team Internship Certificate (National Trust)
- Post-Graduate Professional Award

University of Malta, MALTA

09/1990 – 09/1995

BA (Hons) in Communication Studies (Second Upper)

- Qualitative and Quantitative Research, Journalism, Scriptwriting for radio and television, Video Production, Photography, Public Relations and Marketing
- Studied Psychology (16 credits) and History/Art of Mediterranean Civilisation (16 credits) for two years as part completion of undergraduate degree

ITEC (International Therapies Examination Council)

1999 – 2001

Diploma in Aromatherapy, Diploma in Anatomy and Physiology and Swedish Massage. Certificates in Indian Head Massage, Nutrition

'A' Levels: Accounts, Economics, English, Religious Studies

Intermediate: Systems of Knowledge

'O' Levels: English, Maltese, Italian, French, Mathematics, Physics, Accounts, Economics, Computer Studies, Religious Studies

EXPERIENCE

Heritage Malta

07/2020 -

Senior Executive Communications

National Agency for Museums, Conservation Practice and Cultural Heritage

- Responsible for managing and inspiring a team of dedicated professionals besides spearheading the agency's marketing vision
- Brainstorming business development. Planning, executing, and evaluating media strategies and campaigns.

- Creating strong, story-driven and emotive content for social media, agency websites, both online and print magazines, newspapers and internal communication bringing history to life and making it relevant and accessible to today's audiences
- Conceptualising and delivering concise narrative scriptwriting for documentaries, interpretative museum installations and masterclasses, with accompanying storyboarding and shot lists
- Coordinating content and media appearances with different publishing houses and media agencies
- Delivering copywriting, proofreading and translating (Maltese and Italian to English) services
- Droving the liaison between curatorial, digitisation, exhibition, publication, and graphic design key players/departments within the organisation itself and outsourcing with external production houses
- Producing 'Treasure to Meet You', a personal initiative of mine and a 34-part series of 5-minute interviews with curators talking about their favourite artefact within the national collection

**Dar Tal-Kaptan Boutique Maison
Manager**

**07/2015 – 03/2020
(Terminated due to Covid -19)**

Luxury Boutique Guesthouse

- Responsible for general administration, sales and marketing, and other managerial duties related to establishing, running, and promoting a five-suite, niche and upmarket B&B located in Ghasri, Gozo.
- Envisioning, creating, and organising boutique events such as wine tasting, raw chocolate workshops, a post-opera pop-up restaurant and other events to attract off-peak clientele to the establishment
- During my tenure there, we were voted the no 1. Boutique Guesthouse on Gozo by Trip Advisor
- The reviews on Trip Advisor, Booking.Com, Expedia, Airbnb and other OTAs for the period described speak for themselves

**Freelance/ Self-employed
Features Writer**

1994 –

- Pitched content, word wizard and contributor to: The Times of Malta Newspaper, The Sunday Circle, Pink Magazine, Encore Magazine, Guide Me Online Magazine, Malta Insider, Oh My Malta Magazine, Delicious Magazine, Atelier Magazine, Malta Today, The Malta Independent Newspaper, Manic magazine, First on Sunday, True Magazine (issued with Malta Today Newspaper), Taste Magazine, Hi-Tech Magazine and The University Observer
- Delivered original, inspiring and exciting content in these areas of specialisation: Human interest stories, Art and History, Food History, Personalities, Environment, Travel, Health and Holistic well-being

**Freelance/ Self-employed
TEFL Teacher and Activities Coordinator**

04/1993 - 08/2021

Also worked on a freelance basis at the following EFL Language Schools:

**English Communications School ECS
AM School of English
Global Village
IELS**

**01/13 - 07/15 (moved to Gozo)
2005
04/1999 - 12/2005
1993 and 1998**

- Taught Business and General English in group and individual sessions to international and multi-ethnic students.
- Preparation of lesson plans and coursework
- Representative for annual Matefl and ELT inspection
- Regular CPD training
- Organised leisure activities for students.

Inspire (formerly the Eden Foundation)

03/2008 – 08/2010

Tutor / Magazine editor

- Coaching and guiding adolescents and young adults with intellectual and physical disabilities in the acquisition of independent living skills, literacy, numeracy, life skills and community involvement.
- Starting up, co-coordinating and editing a magazine for clients with disabilities based on self-advocacy and empowerment.

The Gaia Foundation

03/2007 – 08/2007 (definite contract)

Marketing and Communications Officer

- The organisation, promotion and sponsorship of 'Gaia Fest', a holistic festival.
- Writing feature articles on environmental conservation and healthy living.
- The organisation of Public Relations events and promoting the various activities of the Foundation through Radio and Television programmes.
- The setting up, marketing and running of 'Cine-Cafe', an outdoor cinema and vegetarian cafe concept showing art-house/socio-political and environmental short films. This experience also involved cooking for the café.
- Tour guiding and lecturing visiting groups of American school children on what it means to be an eco-citizen. Giving presentations on local flora and fauna to groups of Eco-tourists.
- The compilation of end-of-year reports submitted to the European Union.

Ministry of Foreign Affairs, Malta

12/2005 – 03/2007 (definite contract)

Policy Officer

- Auditing and processing the transfer schedule of payments to Maltese Embassy missions abroad using the DAS system.
- A member of the Schengen visa consular evaluation mission prior to its implementation. Presenting workshops and undertaking trips to Maltese Embassies overseas.

Freelance/ Self-employed

1999 – 2010

Complementary Health Practitioner

- Part-Time and Full-Time Private Practice: maintaining the holistic well-being of clients by the provision of Aromatherapy, Indian Head, Swedish and Sports Massage, Reflexology treatments, Reiki and Nutritional advice.
- During this period, I also worked part-time in two health food stores (Good Earth and Health Plaza) and gave workshops on Stress Management, Nutrition and Indian Head Massage.

Ministry of Social Welfare, Malta
Policy Officer, Public Relations Officer

04/1997 – 03/1999 (definite contract)

- During my stint at the Social Welfare Development Programme (SWDP) a parastatal agency and today known as Appogg, I was responsible for the setting up and efficient coordination of an in-house public relations office, liaising between the various SWDP satellite units, their respective publics and media interests.
- The projects I worked on and helped launch include, amongst others:

The Domestic Violence Purple Ribbon Campaign, Child Abuse Awareness and Prevention Campaign, Family Education Training Programme, Family Therapy Client Appreciation of Service Campaign, the organisation of In-Service training courses for Mental Health Social Officers and the Young Careers International Seminar.

Associated News (advertising agency)
Video Producer

06/1995– 02/1996 (paid internship)

- Scriptwriting, filming and editing of commercials, documentaries, political campaign propaganda and educational programs for broadcast media.
- Compilation of daily weather reports for National television (TVM)

EXTRA-CURRICULAR ACHIEVEMENTS

Museum Next - Participation in two editions of this Digital Exhibitions Summit exploring cutting-edge innovations in immersive and interactive narrative-based museum expansive experiences
12/2021 & 12/2022

Post Graduate Professional Award (University of Birmingham)

01/ 2022 – 08/2022

Awarded for successfully completing an internship (see below) and a series of masterclasses and workshops on the acquisition of skills for the workplace, including leadership for the workplace, networking and interviewing skills.

BACH Project - Entrepreneurial Initiatives for Sustainable Heritage

07/2022

Active participation in an international one-week seminar held at the Greek Cultural Institute in Athens (including presentations and workshops on Design Thinking for Innovation, Digital Technologies for Cultural Heritage, Modelling the Vitality of Heritage Places, Sensory Capacities and Emotions for the Generation of Experiences in Cultural Heritage and The Business Model Canvas for Heritage).

Masters Online Team Internship with National Trust

01/2022 – 03/2022

Designing a marketing campaign to attract a diverse profile of summer volunteers to three National Trust properties in greater Birmingham.

INT Entrepreneurship Scheme (Start Up Your Own Business)
Employment and Training Corporation, Malta

2003

The course, which included units on Managing People, Markets and Finance, Negotiating Skills, Human Resource Management, E-Commerce, Business Ethics, and Retail Skills, amongst others, necessitated the compilation, development and approval of a Business Plan. I implemented what I had learnt in the setting up of my own complementary health business and freelance feature writing.

Various Volunteering Experiences

- **Valle des Sensaciones** in Alpuharras/Granada (www.sensaciones.de) and **Selba** in Artosilla near Huesca in Aragon (www.selba.org) – Two eco villages in Spain. General duties (2007). Part of a four-month sojourn in Spain, which included five weeks on the Camino de Santiago.
- **The Share Foundation** - An animal welfare sanctuary organising fundraising dinners and quiz nights on behalf of this charity (2005/6)
- **Green Peace, Malta Office** – Administration duties (1997)
- **ECO, The Malta Ecological Foundation** - Event management, PR, and features writer for 'Colours in Rhythm', a charity concert and 'Recycled Party', both fundraising events (1996/97)
- **Missionaries of Charity** - 'Kalighat', the home for the dying and destitute in Calcutta, India, general social-work duties (1996). Spent six months in all in India.
- **ECO, The Malta Ecological Foundation** - Intercultural dialogue and mediation; participation in 'The Third International Meeting Workshop of European Youths' (E.Y.E) in Belarus (1991)

SKILLS AND INTERESTS

Languages: English: Native
Maltese: Fluent
Italian: Fluent
French: Intermediate
Spanish: Basic

IT Skills: Working knowledge of WordPress and digital marketing, proficiency in Microsoft Office, familiarity with the management of Channel Managers and OTA platforms in the travel industry. In 2020, I completed an online training course on the use of Zoom and other online teaching and conferencing applications, including Socrative, MentiMetre, Quizlet and Padlet.

Interests: Writing (freelance published features writer for many years/ currently writing a novel on the Ancient Roman period in Malta), Holistic health (Completed several ITEC diplomas and certificates in Aromatherapy, Massage and Nutrition), Trekking, Travelling, Food History, Art-house Film (worked as videographer), Photography, Literature.