



## Contacts

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## Skills and Competences

Graphic Design  
Visual Design  
Manual and Digital Drawing Techniques  
Elements of Visual Communication  
Prepress and Printing Techniques

Creativity  
Advertising Techniques  
Content Creation  
Copy Writing  
Media Strategy, Planning and Production  
Adobe Photoshop  
Planning of Advertising Campaigns

B2B and B2C Communication Techniques  
ATL and BTL Strategies  
Meeting deadlines  
Audio techniques and tools

Expertise in Brand Identity  
Expertise in Personal Branding

Event Planning and Production

Adobe Illustrator  
Adobe Photoshop - Lightroom  
Adobe InDesign  
Word - Xcell - PPoint  
Pages - Numbers - Kenotes  
Procreate

## Major Clients

Procter & Gamble - Oil of Olaz - Max Factor  
Revlon - Ultima II Cosmetics  
Playtex - Lovable  
Johnson & Johnson - Pfizer Medical  
Acqua Oliveto - Acqua Rocchetta  
Brio Blu Rocchetta - Elisir di Rocchetta  
Miss Italia  
Galleria Cavour Bologna  
Radisson Blu - Galzignano Terme  
Anlaidi Lazio

## Languages

Native Italian Speaking  
English: Expert - C2

## Work and professional experience

**Creative Consultant** . MyCupOfTea Agency . Rome  
until now (from 2016)

- Analysis of briefs and creation of visual communication strategies consistent with brand or product identity.
- Analysis of advertising trends for the identification of graphic ideas and new forms of visual communication.
- Study of the brand identity for the creation of logos and the coordinated images.
- Collaboration with the creative team to coordinate the brand image across all online and offline channels.
- Creation of logos, lettering and user manuals for correct use on online and offline channels.
- Processing of the executive printing files and final control of the outputs.
- Creation and development of visual contents for the launch of new products, corporate communication, advertising and marketing.

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**Creative Consultant** . Anlaidi Lazio Onlus . Rome  
until 2022 (from 2018)

- Creation of a visual identity consistent with the client's values and philosophy.
- Creation of advertising campaigns, catalogues, materials for events, coordinated corporate image, posters and leaflets.
- Graphic content development for social media, websites and banners.
- Creation of graphic content for social channels.
- Creation of static and dynamic formats consistent with the brand's visual identity.
- Collaboration in the planning of the activities to be carried out for integrated communication projects.
- Study of the briefs for the definition of visual communication languages and strategies in line with the client's needs.
- Quality control of print outputs of all offline communication materials.

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**Creative Consultant** . Galleria Cavour . Bologna  
until 2021 (from 2020)

- Study of the brand identity for the creation of the new logo and the coordinated image.
- Analysis of briefs and creation of visual communication strategies consistent with brand or product identity.
- Analysis of advertising trends for the identification of graphic ideas and new forms of visual communication.  
Creation of the logo and the coordinated image for Farini 14 Perfume

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**Creative Consultant** . CoGeDi International . Roma  
owner of the Brands "Acqua Oliveto" "Acqua Rocchetta"  
"Brio Blu Rocchetta" "Elisir di Rocchetta"  
until 2018 (from 2001)

- Collaboration with the marketing team and project managers to guarantee a shared resultation of static and dynamic formats



- Definition of the most suitable graphic characteristics to represent brands or products.
  - Study of the briefs for the definition of visual communication languages and strategies in line with the client's needs.
  - Graphic design of packaging for Acqua Oliveto, Acqua Rocchetta, Brio Blu Rocchetta and Elisir di Rocchetta.
  - Graphic content development for social media, websites and banners.
  - Editorial design of brochures, catalogues, posters, leaflets and POS materials.
  - Creative consulting and production of "In Store" Promotions.
  - Creative consulting for promotional contests to incentivate sales
  - Creative consulting and content development for social media, websites and banners.
  - Creation of static and dynamic formats consistent with the brand's visual identity.
  - Support in the creation of graphic content for social channels and creation of static and dynamic formats consistent with the brand's visual identity.
  - Collaboration in the planning of the activities to be carried out for integrated communication projects.
  - Quality control of print outputs of all offline communication material.
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**Creative Consultant** . Miss Italia . Rome  
until 2015 (from 2006)

- Analysis of advertising trends for the identification of graphic ideas and new forms of visual communication.
  - Analysis of briefs and creation of visual communication strategies consistent with brand or product identity.
  - Creative consulting for BTL communication materials including flyers, posters and catalogues.
  - Creative consulting and development of visual contents for corporate communication, advertising and marketing.
  - Creative consulting for "Miss Italia" photo-shootings.
  - Collaboration with the owner of the brand to coordinate the Miss Italia image across the different media channels.
  - Active participation with the client for the definition of visual communication guidelines.
  - Processing of the executive printing files and final control of the outputs.
  - Processing of offline communication graphic material including leaflets, brochures, billboards, OutOfHome and gadgets related to PR activities, sales and events.
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**Art Director** . Radisson Blu . Milano / Padova  
Owner of the "Galzignano Terme Spa & Golf Resort"  
until 2012 (from 2009)

- Study of the brand identity and creation of the logo "Galzignano Terme Spa & Golf Resort" and the coordinated image.
- Analysis of briefs and creation of visual communication strategies consistent with brand or product identity.
- Analysis of advertising trends for the identification of graphic ideas and new forms of visual communication.
- Collaboration with the marketing team to coordinate the brand image across all online media channels.
- Design of the vertical signage inside and outside the Hotels into the Resort
- Creation of logos, lettering and user manuals
- Processing of the executive printing files and final control of the outputs.



**Art Director** . Procter & Gamble Italia . Rome  
owner of the brands "Oil of Olaz" "Max Factor"  
until 2012 (from 2003)

- Analysis of briefs and creation of visual communication strategies consistent with brand or product identity.
  - Analysis of advertising trends for the identification of graphic ideas and new forms of visual communication.
  - Coordination and development of International Guidelines for application to Italian communication
  - Collaboration with the marketing team to coordinate the brand image across all the media channels.
  - Creative creation of depliant, brochures, leaflets and sales folders.
  - Creative creation and development of visual contents for the launch of new products, corporate communication, advertising and marketing.
  - Creative creations of "In Store" communication materials.
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**Graphic Designer - Art Director** . Revlon and Ultima II . Rome  
until 2012 (from 1998)

- Analysis of briefs and creation of visual communication strategies consistent with brand or product identity.
  - Analysis of advertising trends for the identification of graphic ideas and new forms of visual communication.
  - Coordination and development of International Guidelines for application to Italian communication
  - Collaboration with the marketing team to coordinate the brand image across all the media channels.
  - Creative creation of depliant, brochures, leaflets and sales folders.
  - Creative creation and development of visual contents for the launch of new products, corporate communication, advertising and marketing.
  - Creative creations of "In Store" communication materials.
  - Creative consulting and development of visual contents for corporate communication, advertising and marketing.
  - Creative consulting for events, conventions and meeting,
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**Graphic Designer - Art Director** . Johnson&Johnson Medical . Pomezia  
until 2000 (from 1995)

- Analysis of briefs and creation of visual communication strategies consistent with brand or product identity.
  - Analysis of advertising trends for the identification of graphic ideas and new forms of visual communication.
  - Coordination and development of International Guidelines for application to Italian communication
  - Collaboration with the marketing team to coordinate the brand image across all the media channels.
  - Creative creation of depliant, brochures, leaflets and sales folders.
  - Creative creation and development of visual contents for the launch of new products, corporate communication, advertising and marketing.
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**Graphic Designer - Art Director** . Mark It Group Adv . Roma  
until 1995 (from 1990)

- Drafting of projects, assignment of activities to the creative team and operational support
- Development and production of advertising graphic projects



- Study of industry trends and evaluation of competitor products.
  - Graphic creation of materials relating to corporate communication, such as brochures, catalogues, leaflets, roll-ups, posters, logos, coordinated images.
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**Freelance - Graphic Designer** . Ata Tonic Adv . Roma  
1988 / 1989

- Creation and development of visual contents for the launch of new products, corporate communication, advertising and marketing.
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**Freelance - Junior Graphic Designer** . Livraghi, Ogilvy & Mather Adv . Roma . 1987 / 1988

- Creation and development of visual contents for the launch of new products, corporate communication, advertising and marketing.
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**Inter - Junior Graphic Designer** . Saatchi&Saatchi Adv . Roma . 1987  
1987 / 1988

- Creation and development of visual contents for the launch of new products, corporate communication, advertising and marketing.
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**Inter - Junior Graphic Designer** . ProCom Comunicazione . Roma .  
1985 / 1987

- Junior graphic design of the corporate coordinated image of "Teatro dell'Opera di Roma" and layout for the opera/ballet booklets.