

# curriculum vitae

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## SYNTHETIC PROFILE OF SKILLS

*Creative expert in design of above / below the line materials, editorials, advertising campaigns, photographer, web designer and web developer, video maker / editor, copywriter, journalist, production manager for advertising and publishing*

## STUDIES

2016 Creative Writing  
2015 Premier basic and intermediate  
2015 After Effects basic  
2015 Direction and Video Making  
2015 Maxon Cinema 4D, basic and intermediate  
2014 Cinema Techniques  
2013 Wordpress basic and advanced development  
2013 Adobe Dreamweaver CC & Dynamic Applications with Php / mySQL  
2003 Degree in Public Relations and Advertising Degree - IULM  
2003 Basic and advanced Flash MX course at IED  
2001 Post Diploma in Advertising Graphics  
2000 Master in Advertising Art Direction - ISC  
1999 Video Production Beginner & Advanced - London  
1998 Sound Technology Beginner - London  
1997 The Music Business Industry - London  
1997 Graphic Design and Illustration - London  
1993 Diploma of Classical Studies - Liceo Classico Omero

## PROFESSIONAL EXPERIENCES

### 2016-present

*Point of Purchase Designer*  
*Video Editor/Social Marketing*  
*Web designer*  
*Web designer & web development*  
*Web designer & web development*  
**Scripting & Copywriter**  
*Copywriter & Video Editor*  
*Web designer e web development*  
*Art Director*  
*Web designer/art-director*  
*Web designer, **Social Marketing** & Art Director*  
*Web designer web development & animations*  
*Script, **Direction** & Editing Video Clip*  
*Web Designer, Social Marketing*  
*Art Director / Photographer*

Ananai/Rayban - Milan/Rome  
Tizzy Gioielli - Parma  
Duccio Castelli - jazz player  
Elena Perra - painter  
No Lab Academy - Milan  
Illumina Films - Rome  
Target Motivation - Venice  
*Pet-Me*  
*Life Emotions Magazine*  
Email Express  
Delta publishing - Parma  
*Domenica De Biasi* - Florence  
C. Ozzella Singer  
Giannelli Colori  
Art Tribune

### 2012-2015

*Web designer*  
*Web designer/art-director*  
*Web designer*  
**Art director/Flash designer/web development Designer**  
*Art Director*  
*Art director*  
**Art director/Web designer**  
*Art director*  
*Art director*  
*Web Designer/Video Editor*

Eclettica Akura  
Email Express  
Delta publishing (Parma)  
Be Wide (adv agency)  
Argomenta (advertising-multimedia)  
Psychologies (Hachette)  
MN  
Edò Group  
Triumtec (Iglesias)  
Mediagrafica (Varese)  
Amarena Magazine (Turin)

### 2008-2011

*Art director*  
**Animation designer**  
*Art director*  
*Art director*  
**Copywriter**  
*Art Director*  
*Art Director*  
*Art Director*  
*Art Director*  
*Art Director*  
*Art Director*  
*Art Director*  
*Web designer*  
*Multimedia designer*  
*Art Director*

Clifford Chance (Law Firm)  
Bianchi Associati (Advertising Agency)  
Radio Norba (south italian radio station)  
Haier Europe (domestic appliances)  
Italcementi Spa  
Meditor srl (healthcare)  
Think Tank (below & above the line)  
Psychologies (Hachette)  
Iaki Srl (below & ATL)  
McCann Healthcare  
Studio Editoriale Associato  
Sopra Group Spa (web portals)  
Argomenta  
Npe Publishing

	<i>Art Director</i>	LaClinique (Cosmetic Surgery)
	<i>Art Director</i>	Lombardi Associati (packaging/branding)
	<i>Web designer</i>	Il Ragno Srl (websites)
	<i>Art Director</i>	Outmedia Srl (advertising outdoor)
	<i>Art Director</i>	Yuri Crea (below-the-line)
	<i>Art Director</i>	Ad Misura (events)
	<i>Art Director</i>	Domino Group (press office, websites)
	<i>Art Director</i>	Pisani Editore
<b>2006 - 2008</b>	<i>Art Director/Graphic Designer</i>	Edizioni Quadratum, V&S Magazine
	<i>Designer/Art Director</i>	Segno e Forma - agency
	<i>Art director</i>	Quantica Design (agency)
	<i>Art Director</i>	Marco Sorrentino (agency)
	<i>Art director</i>	Mela Creative, (Colours & Beauty)
	<i>Art director</i>	INKA - farmaceutico (below-the-line)
	<i>Art director</i>	Trendycom (e-commerce)
	<i>Art director</i>	Un Guru (agency)
	<i>Art director</i>	Shambala (fusion restaurant)
	<i>Art director</i>	La Casa del Pane (fashion/design events)
	<i>Art director</i>	Studio Editoriale Associato
<b>2005</b>	<i>Art Director</i>	Ad Pharm - agency
	<b>Creative Designer</b>	Bar Giornale & Vini - Agepe;
	<i>Graphic Designer</i>	Majrani Europe - POP (Disney, Energizer).
	<i>Art director</i>	Studio Editoriale Associato
<b>2003 - 2005</b>	<i>Creative Designer</i>	Pleasing Advertising (Acer)
<b>2002 - 2003</b>	<i>Art Director</i>	Unione Italiana Vini / Corriere Vinicolo
<b>2002</b>	<i>Art Director</i>	J & J Jesurum - pr agency/adv (Dove, Coccolino, Mentadent, Cif, Lysoform)
	<i>Graphic Designer</i>	Well Done - agency (Rowenta, Albacom)
<b>2000 - 2002</b>	<i>Graphic Designer</i>	BUSINESS PRESS s.r.l. - agency (Kodak, Philips, Packard Bell, Lexmark, Met, NCR, Cable&Wireless)
<b>1999 - 2000</b>	<b>Creative Director Assistant /</b>	SEC - agency (Sipra, Regione Lombardia, Forza Italia, Rai International)
<b>1999</b>	<i>Graphic Designer</i>	in London for advertising agencies & publishing houses (Sky, American Express, Argos, Woolsworth, First Choice Holidays)
	<i>freelance Graphic Designer</i>	Systemax - London; promo material & DM
<b>1997 - 1999</b>	<i>Designer &amp; Catalogue Manager</i>	Thistle Security, Museum & Galleries, Hayes and Jarvis, Holidays & Destinations.
<b>1998</b>	<i>freelance designer, photographer</i>	Subcontinent Group, publishing, London; Indian Food & Drink e Tandoori Magazines
<b>1997</b>	<b>Production Manager</b>	Lawrence Publishing NBA & Fiba magazines
1996	<i>Graphic Designer</i>	McLean Publications - London; for the International Petroleum Directory.
	<b>Advertising Production Manager</b>	Paragon Publishing (Internet Today, Mac Power etc)
	<i>Graphics Consultant</i>	Media Communication & Publishing - London
1995-1996	<i>Advertising Production Designer</i>	Z Publishing - 'Z - the Journal of Technology'.
1994	<i>Junior Designer</i>	
1993 - 1994	<i>Consultant Photographer</i>	
1992 - 1993	<i>Photographer</i>	Alberto Dell'Orto Productions - Milan; back stage, videoclips (Hennessy e Cinzano)
1992	<i>part-time photographer</i>	Studio DS - Models Books, weddings, portraits

### Computer Skills

Complete Adobe and Office packages; Excel, Access, Xpress, Illustrator, Photoshop, Freehand, Indesign, Dreamweaver, Flash, Fireworks, Finalcut, Premier, After Effects, Maxon Cinema 4D, Muse, Prestashop, Shopify, Wordpress.

### Technologies

html, xhtml, css, javascript, actionsript, php, mysql, xml

### Languages

English; Spanish. I lived and worked as an art director in London for 8 years

### Personal interests

Bass and Electric Guitar, Diving, Sailing, Wind Surf, Travel, Snowboard, Horse riding, Trekking, Art, Theater, Muay Thai.

I authorize the processing of personal data according to Legislative Decree 196/03. Milan, 01/04/2019 Francesca Giannelli