

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 (Espero)
2014 Cinema Techniques
2013 Wordpress basic and advanced development (Espero)
2013 Adobe Dreamweaver CC & Dynamic Applications with Php / MySQL
2003 Degree in Public Relations and Advertising Degree - IULM (Milan)
2003 Basic and advanced Flash MX course at IED
2001 Post Diploma in Advertising Graphics (3 years) - Applied Arts School
2000 Master in Advertising Art Direction (1 year) - ISC - Milan
1999 Video Production Beginner & Advanced (1 year) - City & Islington Col. - London
1998 Sound Technology Beginner (6 months) - City of Westminster College - London
1997 The Music Business Industry (1 year) - Global Entertainment Group - London
1997 Graphic Design and Illustration (1st and a half years) Barnet Col. - London
1993 Diploma of Classical Studies - Liceo Classico Omero - Milan

WORK

2010-Present Copywriter and Video Editor
Web designer and web development
Web designer and web development
Direction and Editing Video Clips Saints Losers and Heroes
Art Director
Web designer
Web designer / art-director
Web designer
Art director / Flash designer / web developer
Multimedia designer
Art Director Advertorials
Art director
Art director / Web designer
Art director
Art director

Target Motivation - Venice
Domenica De Biasi - Florence
Pet-Me
(C. Ozzella)
Life Emotions Magazine
Eclectic Akura
Email Express
Delta publishing - Parma
Be Wide (advertising agency)
Argomenta (advertising-multimedia)
Psychologies (Hachette)
MN
Edò Group
Triumtec (Iglesias)
Mediagrafica (Varese)

2008-2009 Art director
Flash designer
Art director
Art director
Italcementi Spa
Art Director
Art Director
Art Director Advertorials
Art Director
Art Director
Art Director
Web designer
Multimedia designer
Art Director
Art Director
Art Director
Web designer
Art Director
Art Director
Art Director
Art Director
Art Director
Art Director / Graphics

Clifford Chance (International Law Firm)
Bianchi Associati (advertising agency)
Radio Norba (southern broadcaster)
Haier Europe (home appliances)
Copywriter
Meditor srl (healthcare)
Think Tank (below and above the line)
Psychologies (Hachette)
Iaki Srl (below and ATL)
McCann Healthcare (advertising)
Studio Editoriale Associate
Sopra Group Spa (portals-internet)
Argomenta (advertising-multimedia)
Npe publisher (magazines)
LaClinique (cosmetic surgery)
Lombardi Associati (packaging / branding)
Il Ragno Srl (websites)
Outmedia Srl (outdoor advertising)
Yuri Crea (below-the-line)
Ad Misura (events)
Domino Group (press office, sites)
Pisani Editore

2006 – 2007	Editorial Graphics Graphic Designer/ Art Director Art director Art director Art director Art director Art director Art director Art director Art director	Editions Quadratum, V & S Magazine Sign and Form - agency, Milan Quantica Design (agency) Marco Sorrentino (agency) Mela Creative, (Colors & Beauty) INKA - pharmaceutical (below-the-line) Trendycom (e-commerce) Un Guru (agency) Shambala (fusion restaurant) La Casa del Pane (fashion / events) Studio Editoriale Associato
2005	Art Director Graphic Designer Creative Graphic Designer Art director	Ad Pharm - agency Bar Newspaper and Wines - Agepe; Majrani Europe: POP (Disney, Energizer) Studio Editoriale Associato
2003 - 2005	Creative Graphic Designer and Production Coordinator	Pleasing Advertising (Acer)
2002 - 2003	Art Director	Unione Italiana Vini / Corriere Vinicolo
2002	Art Director Creative Graphic Designer	J & J Jesurum - Advertising Agency Well Done - Communication Agency
2000 - 2002	Creative Graphic Designer	BUSINESS PRESS s.r.l. - Agency (Kodak, Philips, Packard Bell, Lexmark, Met, NCR)
1999 - 2000	Creative Director Assistant	SEC - Agency (Sipra, Regione Lombardia, Forza Italia)
1999	Freelance Creative in London for advertising agencies and publishing houses (Sky, American Express, Argos, Woolsworth, First Choice Holidays, Britannia Ferries and Which? magazine)	
1997 - 1999	Designer and Catalogue Manager	Systemax - London; promotional and direct mail materials
1998	Freelance Creative & photographer for Thistle Security, Museum & Galleries magazine, Hayes and Jarvis, Holidays and Destinations.	
1997	Production Manager	Subcontinent Group, London
1996	Editorial Graphic Designer Designer and Advertising Production Manager Graphic consultant for The International Petroleum Directory.	Lawrence Publishing NBA and Fiba mags McLean Publications - London
1995-1996	Advertising Production Designer for Internet Today magazines, User CD-ROMs, Mac Power, etc.	Paragon Publishing - UK;
1994	Junior Designer for Audio Visuality technology magazine	Media Communication & Publishing - UK
1993 - 1994	Consultant photographer for the magazine 'Z - the Journal of Technology' technology.	Z Publishing - London
1992 - 1993	Photographer backstage for advertising commercial, music video clips (amongst clients: Hennessy and Cinzano)	Alberto Dell'Orto Productions - Milan
1992	Part-time Photographer	Studio DS - Milan; Books for models, weddings, portraits

Computer Skills

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

Technologies

html, xhtml, css, javascript, actionscript, 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, 01/02/2018 Francesca Giannelli