

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 (3 years)
2000 Master in Advertising Art Direction (1 year) - ISC
1999 Video Production Beginner & Advanced (1 year) - London
1998 Sound Technology Beginner (6 months) - London
1997 The Music Business Industry (1 year) - London
1997 Graphic Design and Illustration (1st and a half years) - 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
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)
Clifford Chance (Law Firm)
Bianchi Associati (Advertising Agency)
Radio Norba (south italian radio station)
Haier Europe (domestic appliances)

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
Art director

2008-2011

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

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
	<i>Art Director/Graphic Designer</i>	Edizioni Quadratum, V&S Magazine
2006 - 2008	<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
2005	<i>Art Director</i>	Ad Pharm - agency
	Creative Designer	Bar Giornale & Vini - Agepe;
	<i>Graphic Designer</i>	Majrani Europe - POP (Disney, Energizer).
	<i>Art director</i>	Studio Editoriale Associato
2003 - 2005	<i>Creative Designer</i>	Pleasing Advertising (Acer)
2002 - 2003	<i>Art Director</i>	Italiana Vini / Corriere Vinicolo
2002	<i>Art Director</i>	J & J Jesurum - pr agency/adv (Dove, Coccolino, Mentadent, Cif, Lysoform)
	<i>Graphic Designer</i>	Well Done - agency (Rowenta, Albacom)
2000 - 2002	<i>Graphic Designer</i>	BUSINESS PRESS s.r.l. - agency (Kodak, Philips, Packard Bell, Lexmark, Met, NCR, Cable&Wireless)
1999 - 2000	Creative Director Assistant /	SEC - agency (Sipra, Regione Lombardia, Forza Italia, Rai International)
1999	<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
1997 - 1999	<i>Designer & Catalogue Manager</i>	Thistle Security, Museum & Galleries, Hayes and Jarvis, Holidays & Destinations.
1998	<i>freelance designer, photographer</i>	Subcontinent Group, publishing, London;
1997	Production Manager	Indian Food & Drink e Tandoori Magazines
1996	<i>Graphic Designer</i>	Lawrence Publishing NBA & Fiba magazines
	Advertising Production Manager	McLean Publications - London;
	<i>Graphics Consultant</i>	for the International Petroleum Directory.
1995-1996	<i>Advertising Production Designer</i>	Paragon Publishing (Internet Today, Mac Power etc)
1994	<i>Junior Designer</i>	Media Communication & Publishing - London
1993 - 1994	<i>Consultant Photographer</i>	Z Publishing - 'Z - the Journal of Technology'.
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