

Stefano Pellegrini

marketing & communication manager

PERSONAL INFORMATION

CONTACT

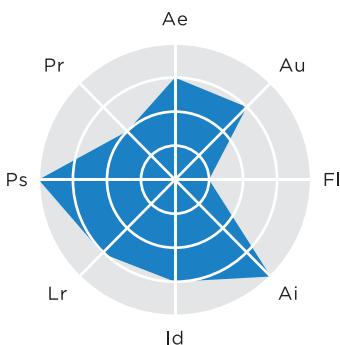
mobile: +39 340 17 27 069
address: via Val d'Itelvi 14 - 20152 (MI)
email: pelle.89@live.com
skype id: live:pelle.89
linkedin: www.linkedin.com/in/pelle89
portfolio: www.behance.net/Pelle89
flickr: www.flickr.com/photos/stefanopellegrini

BORN

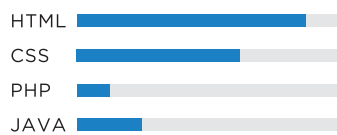
January 16, 1989
Monza (MB) Italy

DESIGN SKILLS

ADOBE SUITE



SCRIPTING



CREATIVITY



SKILLS & MORE

COMMUNICATION & TEAMWORK SKILLS

Working together with professionals of fashion and publishing industries, allowed me to develop excellent communication skills, that I use for the success of the organization. In the team, I work to establish a positive climat, working jointly with all teams: internal (Marketing, Sales, Innovation, Quality Assurance, Production), and external partners (agencies, printers, suppliers) to achieve the expected results.

PROFESSIONAL SKILLS

My professional experiences allowed me to acquire skills in Brand positioning and brand strategy. I have developed skills in the production of storyboards and video conceptions for the definition and coordination of the international campaigns advertising. I have a broad knowledge of packaging and label creation and of its machinability.

IT SKILLS

I have an high professional knowledge of the Adobe Suite applications. I have an excellent knowledge of the OS both Windows and Mac, as well as the Microsoft Office Suite applications.

SPORTS & PASSIONS

I love drawing, film, art and photography. I rowed for almost four years and have been for over five years a member of the team of Tiro a Segno di Milano (TSN) at a regional level. I collaborate currently with the TSN as a referee during the sports competitions.

AVAILABILITY

I'm immediately available and willing to relocate.

WORKING AREAS OF INTEREST

Brand Positioning, Brand Character, Brand Strategy, Marketing, Communication, Advertising, Art Direction, Set Coordination, Design innovation. Packaging Design.



LANGUAGES

ITALIAN: Mother tongue
ENGLISH: TOEIC Degree 2011 (Grade: 815)

PUBLICATIONS & SPEECHES

- 2017: Tia Maria Rebranding - Speaker**
Packaging and Converting Executive Forum, Amsterdam
- 2016: XMAS CARD '15 - Publication**
Design 360° Magazine No. 66, China
- 2015: Disaronno wears Versace - Speaker**
Canadean Beverage Packaging Congress, Bruxelles
- 2008: Giacomo Meyerbeer: a guide to research - Illustrations**
Robert Ignatius Letellier, Cambridge Publishing

EDUCATION

- 2015: Master's Degree in Communication Design**
Politecnico di Milano
Thesis: Enhancing the company and the brand: historical research and project of a corporate monograph. (Grade: 104/110)
- 2011: Bachelor's Degree in Communication Design**
Politecnico di Milano
Thesis: Creation of a visual book starting from a novel. (Grade: 98/110)
- 2008: Scientific High School Diploma**
Liceo Scientifico G. Marconi, Milano
Thesis: Technological development at the service of the Great War. (Grade: 73/100)g

PROFESSIONAL EXPERIENCES

2020-today: Self-employed (Saronno, Italy)

Marketing & Communication Design Consultant

Some activities in detail:

- Collaboration in the creation of a new product and in the birth of the START-UP linked to it: Concept ideation, Production problem-solving, national/international Distribution (price negotiation, importation, customs clearance), management/coordination of internal and external resources.
- Definition of global brand strategy 360° (brand positioning, brand character) for advertising communication, PR, digital, retail and packaging.
- Management of design projects of new products or restyling, from concept through completion; from recipe formulation to label and packaging design execution.
- Coordination of digital campaigns, from content creation to strategy for social growth. Coordination of website restyling and UX interfaces.
- Ideation and artistic coordination of photo shoots and video productions of global communications campaigns, both TV and digital.

Some Clients managed: Engine gin, Contratto, Spinetta, Unilever, Loacker.

2018-20: ILLVA Saronno S.p.A. (Saronno, Italy)

Design & Communication Manager

Key responsibilities:

- Definition of global brand strategy 360° (brand positioning, brand character) for advertising communication, PR, digital, retail and packaging; to be shared with regional marketing teams and distributors.
- Ideation and artistic coordination of the global brand identity guidelines, production of toolkit and brand manual. Labels and packaging-design executions, with internal and external support (quality insurance, procurement, agencies, suppliers, printers)
- Management of design projects of new products or restyling, from concept through completion; for both the Spirits and Wine unit, working jointly with all teams (including Marketing, Sales, Innovation, Quality Assurance, Production).
- Ideation and artistic coordination of photo shoots and video productions of global communications campaigns (Disaronno, Tia Maria, Zucca).

Examples of managed projects:

- Definition of brand positioning and brand character, for the production of the Tia Maria communication campaign 2019; coordinating also the shooting and production on location in UK.
- Definition of the brand strategy, for the Italian brand positioning of Unicum. Coordination of the communication campaign 2019 shooting and production.

2016-18: ILLVA Saronno S.p.A. (Saronno, Italy)

Global Design Manager

Key responsibilities:

- Ideation and artistic coordination of global advertising campaigns (Disaronno, Tia Maria, Zucca).
- Coordination of photo shoots and video productions.
- Management of design projects of new products or restyling, from concept through completion; working jointly with all teams including Marketing, Sales, Innovation, Quality Assurance, Production; for both the spirits and wine unit.
- Support on the definition of the global branding strategies 360°.

Examples of managed projects:

- Production of the TVC and advertising for the "Disaronno veras Versace", "Disaronno veras Cavalli" and "Disaronno veras Etro" campaigns; coordinating the

production and post-production of commercials, managed photo shoots and coordinated the relations with strategic partners such as the Vogue magazine.

- In 2016 I designed the restyling of the Tia Maria bottle, collaborating with important partners such as the Bormioli glassware for finalization and production of the glass, and working with the printer for the production, runnability and treatments of the label.
- Creation of the design for a new product "Grillo Brut" of the "Florio" winery; restyling of the labels for all the wines of the brand "Corvo"; restyling of the wine label "Oniris" for the "Duca di Salaparuta" winery.

2014-16: ILLVA Saronno S.p.A. (Saronno, Italy)

Graphic & Design Specialist

Key responsibilities:

- Ideation, graphic design and production of packaging, labels, products-catalogs, stands, PR materials, for all the products of the spirits division.
- Design and graphic realization of logos and advertising for out-of-home, print and web publications.
- Keep workflow steady in an extremely tight deadline environment.

Examples of managed projects:

- Creation of packaging related to the "ICON" project, in which Disaronno collaborated with fashion houses such as Versace, Cavalli, Etro and Missoni. Creation of marketing products and materials, collaborating with fashion houses and printers, for the correct realization of the materials and their approval from both brands.
- Creation of the packaging related to the "Design Pride" project, in which Disaronno collaborated with the Studio Job atelier. Creation of all the marketing products and the PR materials for the event.

2013-14: Gea S.r.l. (Novara, Italy)

Graphic & Web Designer

Odosgroup is a Consulting Company for shopping centers and retail-Park, which deals with the property management, energy management, as well as marketing and promotional and advertising activities.

As a Graphic & Web Designer I had the opportunity to work in the marketing team managing the graphics and design of all the marketing activities in the centers.

Key responsibilities:

- Design and graphic realization of logos and advertising for out-of-home, print and web publications.
- Graphic realization of branding tools for GDO partners (Esselunga, Carrefour, Conad and others).
- Web design and websites coding.

2010-14: Tiro a Segno Nazionale (Milan, Italy)

Front Office Specialist

The Milan section of the Tiro a Segno Nazionale is one of the most important in Italy. This center of excellence offers facilities for athletes and frequently hosts Italian and World Championships.

As Front Office Specialist I have been active in marketing and logistics, having relations with the public, and also creating logos and advertising for flyers and web adv.

Key responsibilities:

- Design and graphic realization of branding tools.
- Front office and contact with the public

2011: Soprintendenza per i Beni Culturali (Milan, Italy)

Restoration and painting

Creation of three frescos for the facade of the 1628 Sant'Apollinare Church in Baggio