

Stefano Pellegrini

marketing & innovation consultant

PERSONAL INFORMATION

CONTACTS

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BORN

January 16, 1989
Monza (MB) Italy

ABOUT ME

Marketing & Innovation Strategic Consultant, with 10 years experience in developing new products and brand positioning 360, in the FMCG, Wine & Spirits industry.

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 UIX interfaces.
- Ideation and artistic coordination of photo shoots and video productions of global communications campaigns, both TV and digital.

CLIENTS PORTFOLIO



INTEREST & BACKGROUND

As an Homebrewer in the past, my interest in spirits is both personal and work related. I invested in a distillery in Italy, with the goal of launching my own Whisky in the future. I study wine, beer and whisky and I visit the trade shows of the industry. I'm also a Landscape Astrophotographer and I spend my leisure time hiking in the snow and camping and shooting under the stars. I do speeches and photography lessons, and I've been awarded 3 times with the APOD by NASA.



LANGUAGES

ITALIAN: Native proficiency
ENGLISH: Professional working proficiency

SPEECHES

- 2017: Tia Maria Rebranding - Speaker**
Packaging and Converting Executive Forum, Amsterdam
- 2015: Disaronno wears Versace - Speaker**
Canadean Beverage Packaging Congress, Bruxelles

CERTIFICATIONS

- 2023: Second Level Master in Whisky**
released by the Whisky Club Italia. (Grade; 83/100)
- 2015: Master's Degree in Communication Design**
Politecnico di Milano
Thesis: Enhancing the company and the brand (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

AVAILABILITY

I'm immediately available and willing to relocate.

PROFESSIONAL EXPERIENCES

2019-24: ENGINE (Barbaresco, Italy)

Marketing & Innovation (Consultant)

Engine is an Organic Gin produced in Langhe with an innovative design, concept and communication. Born from the mind of Paolo Dalla Mora, I had the opportunity to participate to his creation in 2019 in terms of packaging, Communication and Trademarking

Key responsibilities:

- Daily support of the CEO for the initial creation of the product its launch and the following start-up processes.
- Design management of all new products and innovations, from concept through completion; from recipe formulation to label and packaging design execution.
- Support on a day-by-day basis for production and product packaging logistics, working jointly with Logistic, Quality Assurance and Production
- Support of the Marketing and Communication activities on a global level, speaking directly with the CEO, the internal team and the distributors.

2023: Eurostampa North America Inc (Cincinnati, USA)

Marketing & Innovation (Consultant)

Eurostampa North America is an Italian family-owned company based in Cincinnati, with over 50 years of expertise in high-quality label printing for the global wine, spirits, food and cosmetics industries. As Marketing & Innovation Design Consultant I offered a new business idea for Eurostampa: build a competitive in-house hub of marketing, creativity and other agency services for their clients. My main focus is on the development of new labels design or creations of new packaging, speaking directly with the Marketing team of the brand owners. I work jointly with the Eurostampa "Innovation lab", where I offer my expertise in the Spirits industry and Marketing to translate the needs of the Brands in to a final design consistent with the brief and feasible in printing. The aim is to reach a deeper synergy with the brand owners on each project, improve efficacy and efficiency in results.

Key responsibilities:

- Management of design projects for new products or product restyling, speaking directly with the Marketing team of the brands (Bacardi, Diageo, Sazerac, Pernod Ricard). Translate the marketing brief of the clients in a design consistent with the brand strategy and positioning. Guide the project to the final approval.
- Ideation and artistic coordination of new label design from concept through completion, for all the Brands clients of the Company, working jointly with all teams internal and external (including Marketing, Sales, Innovation lab, Customer Service, Technical, Printing).
- Creation and management of marketing, communication and sales tools for Eurostampa "Innovation lab" working directly with the CEO, the Sales and the Marketing department.

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.