

Enrico Capitanio

I design visual things that sell to humans

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I am a hungry and creative person, with cross-training in visual design, sociology and marketing. I am highly motivated to work high pressure and teamworking context where everybody is involved. I am a keen observer in identifying critical issues, in understanding the contemporary trends and streams of thought, in order to anticipate future scenarios. I am involved in technology, programming and data.

Experience

Freelance

JANUARY 2015 - AUGUST 2018

Media design services

- Visual design
- Wordpress website design
- Html CSS website design
- Social Media Marketing
- Illustration
- Photography & photomanip

Dal Maso Az. Agricola

MARCH 2015 - MARCH 2018 (3 YEARS 1 MONTH)

Media Designer

- Design and update the media brand presence, both offline and online included: Website Corporate materials Social Media Email Marketing Lead Processes definition - Design of the 2016-2018 hospitality business model, included: Buyer personas identification Sales funnel design Art direction and visual design of online and offline communication materials - Design of the 2017-2018 event business model

Lineabeta S.p.A

JUNE 2012 - JANUARY 2016 (3 YEARS 8 MONTHS)

Executive Marketing Manager

- Management of printed marketing materials.
- Management of databases for automatic pagination through Indesign
- Analysis of data extrapolation through QLIK server database
- Analysis of geotagging data extrapolation QGIS VALMIERA based on clients position, turnover, sales agents turnover.
- Analysis of trends data in order to focus briefs to designers
- Brand social media strategy management (Facebook, Twitter, Pinterest, Youtube, LinkedIn) focusing on Storytelling activity.
- Coordination with JoeVelluto (JVL) studio for the creation of design products and in

particular the LINEABETA LAB project.

- Coordination for stands and exhibits CERSAIE 2013 MILAN FUORISALONE 2013 MILAN SALONE 2014 CERSAIE 2015 MILAN SALONE 2016 NAZIONALE ITALIANA DESIGN

- Planning of photoshooting and events

- Management of Sales App for IPAD extrapolating datas and collaborating with developers in order to integrate with our management app.

- Trendsetting and R&D activities.

- Below the line communication keeping the brand identity coordinated and tailored to all aspects of sales-administration-buyer office outward to clients.

- Above the line communication keeping the brand identity coordinated and tailored to all aspects of marketing outward to clients.

Graphic Designer

SEPTEMBER 2010 - JANUARY
2012 (1 YEAR 5 MONTHS)

Editrice Millennium S.r.l.

Editorial and graphic design of: MONTHLY FREE PRESS MAGAZINE MONTHLY ONLINE MAGAZINE YEARLY PRINTED NEWSLETTER CORPORATE BOOKS CORPORATE MATERIALS

Education

Istituto Design Palladio

2007 - 2010

Designer, Visual Designer,

Liceo Linguistico L.Pavoni

2003 - 2007

Diploma, Maturità linguistica,

Activities and Societies: Theatre Group, Student's Association

Skills

Industry Knowledge

Brochures

Photography

Logo Design

Typography

Graphics

Visual Arts

Magazines

Art Direction

Copywriting

Social Media

New Media

Corporate Identity

Concept Design

Tools & Technologies

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Audition
Adobe Premiere Pro
Adobe Creative Suite
CMS
QuarkXPress
Final Cut Studio
Adobe Photoshop
HTML5
Cascading Style Sheets (CSS)
SASS

Interpersonal Skills

Visual Communication
English certified C2 (Trinity College Dublin) Written & Oral
French certified B1 (University of Angers) Oral
German certified B1 (Schwäbisch Gmünder Hochschulen) Oral

Other Skills

Visual Design
Inbound Marketing
HubSpot
Web Content Management
