









Name Emanuela Taglienti

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-  Skype **Manu**

Family Female | **Date and place of birth** Rome 26/02/1969 | **Nationality** Italian

Profile

I'm an adaptable, confident and enthusiastic individual with significant asset and project management experience. I'm able to build and mutually beneficial and productive relationships with clients and colleagues, and I'm endowed with the motivation and organization skills required to meet demanding objectives and deadlines. With an enquiring minds, I'm committed to ongoing professional development and keen to gain new skills and expertise. I always seek to understand the bigger picture, both offering and welcoming constructive criticism in order to improve the way things are done. I enjoy a challenging working environment, and perform well under pressure. I possess strong attitude to the advertising concept, creativity and imagination. I've been coordinator and consultant for several agencies and companies into the communication/corporate division. I can demonstrate diligence, autonomy, responsibility and acquired skills at the organizational level, performing tasks and multiple areas interest, integrated communication and new marketing strategies.

Career summary

February 2012 - July 2013

Art Director for internal communication division

Bimbomarket

Via Sciangai, 12 - 00144 Rome - www.bimbomarket.it

- Development direct marketing actions, brand awareness
- Upgrade graphic visual of the website
- Advertising format for promotional communication and cross selling
- Design/Planning and development company DEM (direct email marketing) other brands
- Graphic design/planning of corporate identity (brochure, catalogue, letterhead, business card)

Business/sector: Web marketing and babyhood european e-commerce

October 2000 - Dec 2011

Consultancy/advisory in corporate identity development, direct marketing strategies, branding and graphic/web production for the integrated communication

Gruppo Label

Via Zoe Fontana, 220 - 00131 Rome - www.labelxsolutions.it - www.labelinformatica.it

- Development direct marketing
- Web 2.0 communication direct email marketing and upgrade graphic visual of the website
- Graphic restyling of corporate identity (i.e. brochure, catalogue, letterhead, business card)

Business/sector: Networking, cloud computing, business consulting, SW and HW

June 2003 - Sept 2010

Brand Management, coordinating branding activities dealer in Italy of Clic Eyewear, direct marketing strategies and responsible integrated communication

Clic Eyewear - Italy/Overall

Via Donato Menichella, 304 - 00156 Rome - www.clicproducts.eu, www.godofly.eu, www.seeoo.eu, www.overal.eu

- Support of marketing strategies, development direct marketing and brand awareness
- ATL, BTL Advertising, coordination BtoB/BtoC communication
- Planning and design POP and packaging
- Meeting organization, slides presentation and exhibitions organization (national and International)
- Coordination of press room contacts and ADV/media planning, PR sponsor/partnership,
- International relations with affiliates for operational marketing coordination
- Coordination pre/post production of graphic communication and management/Updating image bank
- Coordination/Upgrade Web 2.0 communication channels (company websites, DEM email)

Business/sector: Optical

- May 2008 - July 2008** **Production responsible and Graphic Designer for the coordination graphic/press Mail Boxes Etc. - Italy**
Via Leonina 38/41 - 00184 Roma - www.mbe.it/com
- Advertising format for MBE promotional communication BtoB/BtoC
- Development artworks "Teatro dell'Opera di Roma"
Business/sector: Graphic & press
- July 2007 - December 2007** **Graphic Designer and professional support of the communication division TQuadro Center**
Via Giusto Fontanini, 75 - 00173 Roma - www.tquadro.com
- Upgrade corporate identity projects
- Media planning for advertising brand TQ
Business/sector: Real Estate service
- February 2007 - May 2007** **Designer and graphics support for internal communication activity IBM - Italy**
Via Sciangai, 53 - 00144 Rome - www.ibm.it/com
- Graphic support for IBM House organ and Newsletter editing
- Projects of slides concerning commercial themes
Business/sector: IT Service and business consulting systems
- February 2004 - July 2004** **Collaboration/consultancy for branding activities Esa Software**
Via C. Colombo 448/1 - 00142 Rome - www.software-imprese.com
- Graphic support for realizations of commercial slides
Business/sector: IT Service and business consulting
- June 2003 - Sept 2010** **Collaboration/consultancy, Graphic and Web Designer MoveOnMarket**
Via Donato Menichella, 304 - 00156 Rome - www.moveonmarket.it
- Restyling corporate identity
- Upgrade graphic and digital communication (website)
- Realization of business training slides
- Communication project/artworks GDO:
GROS Consorzio Supermercati of Rome and SIR (Conad Market)
Business/sector: Marketing & consulting research
- October 2000 - Dec 2011** **Consultancy/advisory for branding activities, Graphic and Web Designer Label Informatica**
Via Zoe Fontana, 220 - 00131 Rome - www.labelxsolutions.it - www.labelinformatica.it
- Coordination of direct marketing Business Unit
- ATL, BTL Advertising - PR Business partners
- Upgrade graphic and digital communication - Corporate identity
- Realization of business training slides
- Event Planner meeting and organization "workday" of training
- Media planning for advertising format - Press room coordination
- Editing newsletter
Business/sector: Networking, cloud computing, business consulting, SW and HW

May 2002 - July 2003

**Outsourcing collaboration, Creative and Graphic Designer
Pages&Pages**

- Graphic projects of the regional advertising campaigns:

Desideri Preziosi 2003 "Adriano nella Rome della Yourcenar"

"Tempio di Adriano" - XII edition organized by Camera Commercio of Rome;

"Palio di Rome" sport initiative promoted by Municipality of Rome

Business/sector: Advertising agency

2003

**Art Director, internal communication and marketing division
Futura S.p.A**

P.zza Marucchi, 5 - 00162 Rome - www.futuraliquori.it

- Upgrade corporate identity

- Visual projects of packaging and labels

- Graphic coordination of MLM Futura project (Multilevel service)

Business/sector: Industry liqueurs and spirits

January 2001 - June 2002

**Graphic and WebArt
Marco Barberis AdP**

Viale Mazzini, 9 - 00195 Rome - www.marcobarberis.com

- Creative project of the adv campaigns:

Buffetti, "Occhio alla Penna" (semtember 2002);

Pirelli, "Pirelli Day" Jaka Congressi, event planner and communications

Amref Onlus Municipality of Rome - Website XX Municipy

Business/sector: Advertising agency

2000

**Outsourcing collaboration, Creative and Graphic Designer
Idee & Company**

Via Dei Quattroventi, 150 - 00100 Rome - www.ideeco.it

- Projects performed as artworker in behalf of:

Columbia TriStar, POP projects (video rental material)

Albacom Telecom

Sigma Travel, merchandising and POP materials and project "Futurshow 2000" stand

Business/sector: Advertising agency

**Outsourcing collaboration, Graphic Designer
TRIS Arti Grafiche**

Via Delle Case Rosse, 23 - 00131 Rome - www.artigrafichetris.it

- Projects performed as artworker in behalf of:

Eagle Film, project of calendar 2001

Sony Play Station, price list catalogue 2001

- Upgrade corporate identity (brochure, letterhead, business card)

Business/sector: Typographic/Print company

**DTP desktop publishing,
Experiences (editing magazine)**

**Outsourcing collaboration, Graphic Designer - DTP
Esacordo publisher**

Via Monte Giberto, 47 - 00138 Rome

- "Esacordum" (no 0) realization header logo and DTP of the monthly magazine about the history and the future of music and musical (national distribution)

- "Courtain" (no 0) realization header logo and DTP of the bimonthly magazine about classic music and theatre (national distribution)

Business/sector: Publisher

May 1998 - September 2000

**Consultancy/advisory for branding activities, Graphic and Web Designer
I&P - Attiv@net**

Viale dell'Unione, 15 - 00012 Guidonia (Rome) - www.iep.it, www.attivanet.it

- Restyling packaging "Caffè Scolastici" and brand of second commercial line coffee "Caffè Gusto"
- "Olio Feliziani" projects of packaging and labels
- Project "Career" brochure (Adecco Group's agency)
- Upgrade corporate identity (brochure, letterhead, business card)
- Development digital communication, I&P and Attiv@net website project

Business/sector: Advertising agency

1997

**Outsourcing collaboration, Graphic Designer
Baioni Stampa/Communication**

Via Casilina, 1115/a - 00133 Rome - www.baionicomunicazione.com

- Teletecnica Italia, catalogue restyling corporate identity telecommunication system company
- Rinaldi Viaggi, mailing leaflet with Alitalia delivery sponsor, etc

Business/sector: Communication agency and Print company

November 1996 - March 1998

Art Director (junior)

Regal Art

Via A. Tempesta, 231 - 00176 Rome

- Visual and graphic projects performed in behalf of:
Agape S.p.A., Chef Express, Planet Hollywood in Rome (Cremonini Group)
Aeroporti di Roma, ACI, RAS etc.
- Upgrade corporate identity (brochure, letterhead, business card)

Business/sector: Advertising agency

1996

**DTP desktop publishing,
Experiences (editing magazine)**

Collaboration, Graphic Designer - DTP

Editori Associati - Edisport

Via Brenta, 13 - 00198 Rome

- DTP monthly magazine: "Videotecnica", "Annuario Accessori Auto" and "Annuario Accessori Moto"
- Project header logo, covers and graphic project of the monthly "Elaborare Auto e Moto" (no 0)
- DTP of bimonthly magazine "Elaborare" no 1 e 2 - Eurosport Publisher (Internationally released)

Business/sector: Publisher, Publishing House

March 1993 - Dec 1995

**DTP desktop publishing,
Experiences (editing magazine)**

Graphic Designer - DTP

Motor

P.zza Mancini 4G - 00196 Rome - www.rivistamotor.it

- Restyling header logo, covers and graphic/editorial project magazine
- DTP of the monthly magazine with the digital typesetting of the each number
- Advertising format, promotional page or banner
- Artworks communication event "Motor Show of Rome"

Business/sector: Publisher

April 1993 - April 1993

Collaboration/consultancy, Graphic Design

SID

Via Palmarola Nuova, 42 - 00135 Rome

- Cooperation as member of "SID", a service information cooperative serving the role of teacher for a course of 150 hours, organized by *Regione Lazio*, for theoretical and practical computerized graphic on several softwares in Apple environment

Business/sector: Professional training agency

May 1990 - November 1992 *Graphic Designer - Art Director assistant***Publiaci Group, Promoidea**

C.so V. Emanuele II, 326 - 00186 Rome

Projects performed:

- Collaboration and production advertising campaign "Teverexpo '89"
 - "La Citta' del Fiume" Stand planning and standard layout production flyer and depliant
 - "La Citta' del Fiume" graphic communications flyer and depliant
 - "La Citta' del Fiume" planning of the boats' coverages, used to ferry on Tevere;
 - Graphic support DTP monthly magazine "Ristorazione Romana"
- Collaboration with Promoidea for the production of topographic maps, installation of benches and informative road signs

Business/sector: Events and Communication agency*Some web projects:*

www.emanuelataglienti.eu www.bimbomarket.it www.gruppolabel.it
www.labelxsolutions.it - www.clicproducts.eu - www.overal.eu - www.godofly.eu
www.seeoo.eu - www.tquadro.com - www.attivanet.it - www.iep.it
www.teletecna.it - www.creativebooks.it - www.circuitovacanze.it www.romaxx.it
www.avcbyadrianacampanile.it - www.moveonmarket.it
www.promotionset.it etc

Education and Qualifications

- Sept 2007 - July 2008** Master's Degree in "*Marketing & Communication*" - IFOSTUD
"Istituto di Formazione per gli Studi Direzionali"- Rome
- Sept 2002 - June 2013** Bachelor's Degree in Communication Studies - "LA SAPIENZA" University address:
SDC Pubblica e Organizzativa - Rome - Thesis title (IT): "*Brand Image, genesis, maintenance and change of brand awareness*"
- April 2001** Attendance certificate to seminare ANTEX - IRI Management
"*Gestione delle Relazioni Interpersonali*"- Rome
- March - April 2001** Attendance certificate to web seminars/follow up web MACROMEDIA
"*From A To Web*" - Rome
- Sept 1992 - Dec 1992** Certificate in "*Tecnico Eidomatico*" expert in computer and sw graphics,
Apple systems environment, obtained at REGIONE LAZIO - Rome
- Oct 1988 - April 1989** Enrollment to the first step of the training course "*Grafica e Comunicazione Visiva*"
IED "Istituto Europeo di Design"- Rome
- Sept 1983 - June 1988** Graduation in "*Tecnico della Grafica e della Pubblicità*" IIS Virginia Woolf - Rome

School awards

- May 1988** "Lavoro e Ambiente"- Participation and winning a graphics competition/contest
organized by "CISL Lazio" in Rome, with the advertising visual about the event
- March 1987** "Childhood past and present games"- Municipality of Rome
Participation and winning a graphics competition/contest, organized
by the cultural centre "Gianni Rodari" for the production of the front cover illustration

Personal skills

Native language Italian

Other language

	knowledge		Speak		Write
	<i>Listen</i>	<i>Reading</i>	<i>Group conversation</i>	<i>Speaking language</i>	
English	B2	B2	B1	B1	B1
French	A1	A1	A1	A1	A1

A1/A2: basic users - B1/B2: independent user - C1/C2: proficient user

Communication skills Team spirit, enjoy working with people of all nationalities, openness and communication skills, confident and positive, empathetic approach

Organizational and management skills Leadership, problem solving, professional project management group, capacity for organization and autonomy, high adaptability, responsibility and achieving goals

Professional Skills Grafik Design, Werbung, Marketing und integrierte Kommunikation

IT Excellent knowledge Apple System environment: MAC OS - Mountain Lion
 PC environment: MS Windows 7
Graphic SW: Photoshop (Adobe CS4/5) - professional
 Illustrator (Adobe CS4/5) - professional
 InDesign (Adobe CS4/5) - professional
 Flash (Adobe CS4/5) - professional Acrobat - professional
 Quark Xpress Passport - professional
 Microsoft Office: Powerpoint/Excel/Word - professional
 Iwork Mac 09: Keynote/Numbers/Pages - professional
 3D sw: Rhinoceros 4.0 - basic
Web SW: Dreamweaver (Adobe CS4/5) - professional
 GoLive - professional
 Fireworks - professional
 Image Ready - professional
 Basics of HTML/CSS
CRM softwares: Sale logics - basic and MailUp service - professional
Excellent knowledge browsers: Safari - Chrome, Firefox, Internet Explorer
Excellent knowledge mail SW: Mail (Apple), Gmail, Outlook

Interests/Hobbies Arts, travel, design, new graphic and visual concept, literature

Other skills Teaching, attitude deepening and research

Driving license B

Reference are available on request.