



Stefano Pellegrini

marketing & communication designer

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
portfolio: www.behance.net/Pelle89
flickr: www.flickr.com/photos/stefanopellegrini

BORN

January 16, 1989
Monza (MB) Italy

PROFESSIONAL EXPERIENCES

2018-today: ILLVA Saronno S.p.A., Saronno (Italia)

Design & Communication Manager

Defition of global brand strategy 360° (brand positioning, brand character). Ideation and artistic coordination of the global brand identity guidelines. Management of design projects of new products or restyling (for wine & spirits), Ideation and artistic coordination of photo shoots and video productions of global communications campaigns (Disaronno, Tia Maria, Zucca).

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

Global Design Manager

Ideation and artistic coordination of global advertising campaigns. Coordination of photo shoots and video productions. Management of design projects of new products or restyling, from concept through completion, for both the spirits and wine unit.
Support on the definition of the global branding strategies.

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

Graphic & Design Specialist

Ideation, graphic design and production of packaging, labels, products-catalogs, stands, PR materials, for all the products of the spirits division (Disaronno, Tia Maria, Zucca). 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.

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

Graphic & Web Designer

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

2010-14: Tiro a Segno Nazionale, Milano (Italia)

Front Office Specialist

Design and graphic realization of branding tools. Front office and contact with the public. Selling of ammunitions and other products. Service and maintenance on the fire-lines.

2011: Soprintendenza per i Beni Culturali, Milano (Italia)

Restoration and painting

Creation of three frescos for the front of the 1628 Sant'Apollinare Church.

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
- 2007:** *Giacomo Meyerbeer: a guide to research* - Illustrations
Robert Ignatius Letellier, Cambridge Publishing

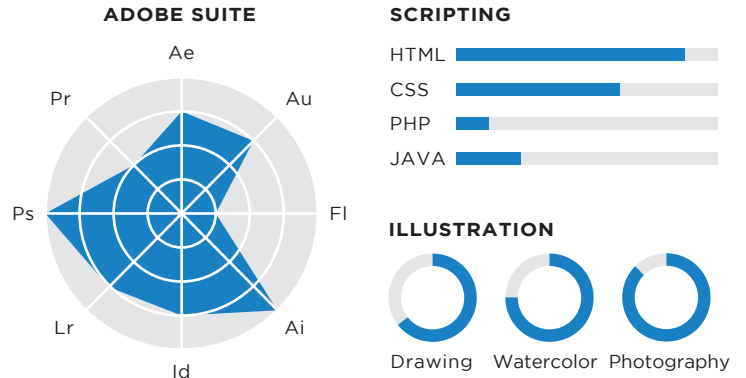
LANGUAGES

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

WORKING AREAS OF INTEREST

Marketing Communication, Art Direction, Design, Set Coordination

GRAPHIC SKILLS



EDUCATION

- 2015:** Master's Degree in Communication Design
Politecnico di Milano
Thesis: Valorizzare l'impresa e il marchio: ricerca storica e progetto di una monografia aziendale (Grade: 104/110)
- 2011:** Bachelor's Degree in Communication Design
Politecnico di Milano
Thesis: Realizzazione di un libro visivo a partire dal romanzo (Grade: 98/110)
- 2008:** Scientific High School Diploma
Liceo Scientifico G. Marconi, Milano
Thesis: lo sviluppo tecnologico al servizio della Grande Guerra (Grade: 73/100)

OTHER INFORMATION

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 climate, 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 & LEISURE

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 open to relocate.