

SILVIA FRATTALI

COMMUNICATION DESIGNER

I have a natural curiosity that drives me to research and investigate.
I have a growth mindset, a huge desire to learn and find ways to grow every day as a professional and as a person.
I'm honest and ethical, passionate and enthusiastic.
I give my best in everything and I love to take care of details.

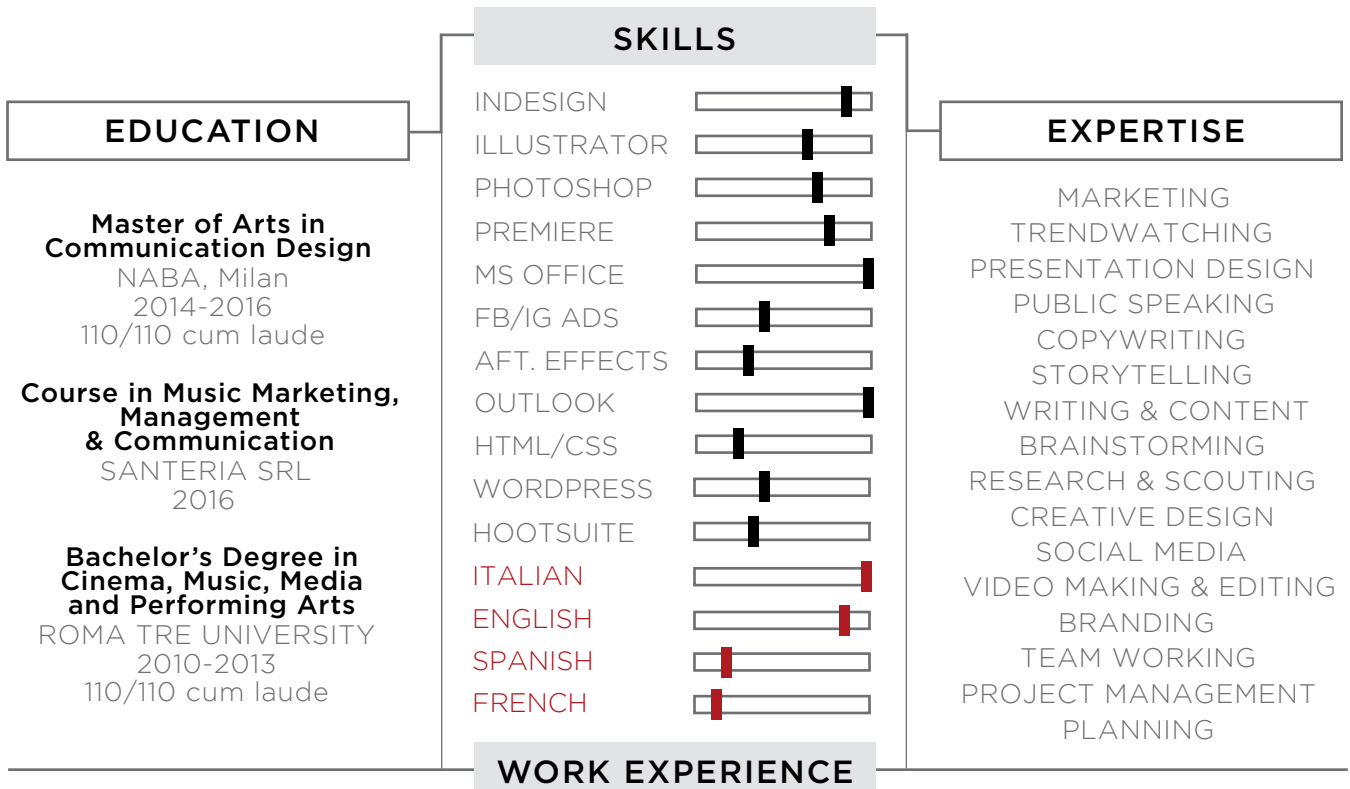


33 Lombard St, M5C 3H8 Toronto

s.frattali@gmail.com

+1 (437) 345-0012

Portfolio: www.silviafrattali.com



Communication Designer, Project & Event Manager

Created 360° brand communication strategies for international brands through presentations, graphics, content, copywriting, event production and marketing strategies, autonomously and in a team. Designed several brand communication experiences as performances, conferences, exhibitions and music shows.

CREATIVITY, CONTENT, WRITING, MARKETING

- Designed advertising, communication ideas and marketing strategies
- Created social media content reaching over 9K likes and 500K views per post
- Copywriting, online and offline content creation, editing, proofreading and translations ITA-ENG
- Presentation writing and design; face to face presentations ENG/ITA
- Developed online-offline promotional planning, branding and marketing collateral as graphics, ad templates, digital content, backdrops, onsite signage, gadgets

TALENT SCOUTING, ARTISTIC CONSULTING

- Operated as artistic consultant and advisor, searching and scouting potential event guests as musicians, creatives, writers, speakers, performers, YouTubers and influencers ensuring they were fitting both event concept and client's requests
- Handled booking, transport, accommodation for event guests

MANAGEMENT

- Handled relationships with clients and simultaneous projects from concept to completion
- Planned and programmed events content, scheduling and timelines
- Managed €150K+ event budgets ensuring expenses were in line with requests
- Searched, visited and evaluated indoor and outdoor venues
- Coordinated a dozen event set-ups with over 20 vendors
- Managed and supervised event execution on-site with a maximum staff of 20

Beyond The Line
Agency
Milan, IT
2017

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WORK EXPERIENCE

Marketing & Social Media Strategist

Responsible for a marketing campaign to increase the fan base of an independent canadian songwriter. Promoted the release of her first music video produced in EU. Reached over 16k+ Youtube viewers and 1K+ Instagram followers. Reached potential fans using targeted researches and hashtags. Contacting music bloggers and influencers in order to spread the song through targeted audiences.

Urban
Kingdom
Remote
2016

Start-up Designer & Business Strategist

Part of a 5 members teamwork designing a start-up for a smarter city. Responsible for developing a marketing and business strategy with market and target analysis, budgeting and business modeling. Managed time and resources through a road map. Designed a mobile app and a pitch presentation.

NABA/
dpxel
Milan, IT
2015

Storyteller, Author, Content Creator

Part of a 30 members teamwork creating a visual communication and wayfinding coordinated system for a hospital pедиатry ward. Created a storytelling experience through characters and stories. Designed maps, gadgets, contents and pamphlets.

Niguarda
Hospital
Milan, IT
2014 - 2015

PERSONALITY

AWARDS/EXTRA

IELTS Level C1
British Council
2016

NABA 2 Years Scholarship
NABA
2014-2016

D&AD Competition
Participation
2015

One Show Competition
Participation
2015

ORGANIZED



ANALYTIC



CAREFUL



DREAMER



EMPATHETIC



CREATIVE



PASSIONATE



HONEST



CURIOUS



ECLECTIC



VERSATILE



INTERESTS

MUSIC & CONCERTS
EVENTS & FESTIVAL
TRAVELLING
SELF-IMPROVEMENT
HEALTHY LIFE
AMUSEMENT PARKS
FOOD & BEVERAGE
MOVIES, SERIES & BOOKS
WRITING AND JOURNALING
TECHNOLOGY
URBAN TRENDS & SOCIETY
CULTURE & ARTS

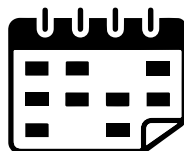
THINGS I LIKE



Travelling



Critical
Thinking



Scheduling



Music



Movies
& Stories

SOCIAL

SILVIA FRATTALI

SILVIE MELANCOLIE

SILVIEMELANCOLIE