



Alice Lavezzi

Creative Director and Marketing Manager



**contact me
call me
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profile

Creative marketing manager and art director with over fifteen years of experience in creating and executing innovative projects for diverse clients and industries. Analytical and result-oriented mindset with attention to details and commitment to quality, with a keen eye for innovation and passion for art. Designer with strategic design thinking and expertise in both digital and traditional media. Expert at managing diverse aspects of exhibitions, events, marketing campaigns, and brand strategies that align with objectives, budgets and timelines. Skilled in database creation and financial management. Excellent communication and negotiation skills, both within the company and with external stakeholders. A dedicated leader with a passion for fostering teamwork and collaboration.

skills

- Omnichannel Marketing Strategy
- Content Creation
- Graphic Design (Adobe Cloud)
- Web development and Wordpress
- Project Management
- Communication
- Leadership
- Teamwork
- Problem Solving
- Research

experience

- 2015 - present**
owner
Co-founder - Creative Director & Marketing Manager
Pellington Desig, Sweden
- 2009 - present**
employed
Marketing Manager & Product Manager
Greenworks, Sweden
- 2021 - 2013**
pro-bono
Board Member - Marketing and Communication
Bambini Montessoriförskolan, Sweden
- 2009 - 2017**
freelance
Communication Manager & Graphic Designer (UX/UI)
Pilomat S.r.l., Italy
- 2009 - 2013**
employed
Event Manager, Communication & Marketing Coordinator
ALT Museum of Contemporary - Arte Lavoro Territorio, Italy
- 2008 - 2009**
employed
Graphic Designer
Leggeri S.p.a., Italy
- 2007 - 2014**
freelance
Art Director
LADP, Sweden
- 2003 - 2017**
Freelance Designer

education

- 2020**
Mastering Digital Marketing: SEM, SEO, Social Media and Beyond
London Business School (Emeritus Certification)
- 2005 - 2008**
Master degree in Product Service System Design
Design department, Politecnico di Milano
- 2002 - 2005**
Bachelor's degree in Industrial and Product Design
Design department, Politecnico di Milano

language

Fluent in English and Italian (native). Basic level of Swedish.



Employment History and Freelance Experience

2015 - present
Pellington Design

Co-founder - Creative Director & Marketing Manager

- Design and manage brand identity and corporate image across multiple channels and platforms.
- Develop and implement marketing strategy aligned with company objectives and budget, monitoring performance.
- Design and manage the company's homepage and e-commerce and ensure its functionality, usability, and security.
- Coordinate social media, Google Ads and online marketing campaigns.
- Develop contacts with wholesale platforms and resellers to expand distribution channels and increase sales.
- Supervise and handle customers (B2B and B2C).

2010 - present
Greenworks

Marketing Manager & Product Manager

- Plan and execute marketing and content strategies, prepare marketing budgets, and monitor performance and ROI.
- Create and design content for website and social media platforms.
- Plan and execute photoshoots and photo editing.
- Organize e-mail marketing activities and maintained an up-to-date contact list with target segments.
- Design printed and digital marketing and sales materials, including catalogues and exhibition-related projects.
- Meet with clients and support the sales team with presentations and quotes.
- Conduct educational workshops for clients and partners, and team-building activities to foster creativity, enhance innovation, and encourage collaboration in brand strategy and product development.
- Recruit and train interns in marketing and product design skills.
- Manage new product development projects from ideation to launch, leading the design team.
- Maintain contacts with suppliers to ensure production quality and meet deadlines while optimizing costs.

2010 - 2017
Pilomat S.r.l.

Communication Manager & Graphic Designer (UX-UI)

- Created a new visual identity for the company, increasing brand awareness and recognition.
- Designed all the company's graphics, including sales and marketing materials such as catalogues, advertising, POS, and branded merchandising.
- Collaborated with management, sales team, and engineers to organize photoshoots and content creation.
- Organized and executed e-mail marketing campaigns, working with sales team to refine contact list segments.
- Participated in the brand extension project, creating a new logo, website, and marketing materials for the new product line.

2009 - 2013
ALT - Museum of
Contemporary Art

Event Manager, Communication & Marketing Coordinator

- Organised and oversaw events such as conferences, parties and exhibitions with 20 to 1000 attendees per event.
- Produced detailed proposals for events, including timelines, installations, security, suppliers, staffing and budgets.
- Managed the entire event process from planning to execution to evaluation.
- Coordinated suppliers and events logistics and facilities.
- Managed press relationships, editorial requests, presentations, promotional materials and online activities.
- Planned, designed and promoted schools workshops and guided tour.

2008 - 2009
Leggeri S.p.a.

Graphic Designer

- Sourced advertising opportunities and placed adverts in the press, reaching a wide audience and increasing visibility.
- Designed and executed brochures and adverts, showcasing the company's products and services.

2007 - 2014
LADP

Art Director

- Designed the company website and catalogue, enhancing the company's online presence.
- Designed stand project and marketing materials for numerous trade fairs, including Milano Fuorisalone, Stockholm Furniture Fair and Formex in Stockholm, Ambiente in Frankfurt, 100% Design in London and collateral events in Berlin.
- Attended the trade fairs as the stand assistant, promoting the products to visitors and collecting contacts for B2B.

2003 - 2017

Freelance Designer

- Provided creative direction, brand identity, logo design, photography, web design, events planning, and handmade artworks for various clients and industries.
- Collaborated with the artist Fausto Bertasa as an assistant and consultant for few years, providing artwork inputs, feedbacks, preparation, painting, and consultancy for exhibitions.
- Founded Coccodrillo in 2012, a project dedicated to events planning and handmade installations.