



Alice Lavezzi

Creative Director and Marketing Manager



**contact me
call me
find 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 and nature. 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

- 2010 - present**
employed
Marketing Manager & Product Manager
Greenworks, Sweden
- 2015 - present**
founder / co-owner
Creative Director & Marketing Manager
Pellington Design, 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 Art - 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.



Areas of Competence

key experience

Greenworks
Pellington Design
Pilomat Srl.
ALT Museum

• Marketing Strategy & Content Development

With a deep passion for data and an interest in deriving insights from metrics, my experience in crafting and executing marketing strategies is both creative and analytical. I like the challenge of working with marketing budgets, ensuring we not only meet objectives but also optimize ROI through engaging, data-driven content across multiple channels. Creating visual assets with Adobe Creative Suite for presentations, websites, and social media is a key part of my work, along with staying updated on trends and innovations, including AI technology. Over the years, I have also leveraged my eye for photography to produce high-quality photographic content and organized professional product photoshoots. Omnichannel marketing is at the heart of what I do—ensuring the customer experience remains consistent and meaningful across every platform.

Greenworks
Pellington Design

• Product Development & Project Management

Managing product development from ideation to launch is where my collaborative spirit truly thrives. Working closely with teams and producers always brings fresh perspectives and creative solutions to challenges. I enjoy problem-solving with a group and maintaining close relationships with suppliers to ensure everything stays on track. These connections are invaluable in delivering high-quality projects that are on time, within budget, and meet both creative and strategic objectives.

Greenworks
Pellington Design
Pilomat Srl.
ALT Museum

• Brand Strategy & Corporate Image

Shaping a cohesive and recognizable brand across both digital and physical platforms is something I deeply care about. Whether it's collaborating with agencies, designing websites, or enhancing e-commerce platforms, I focus on creating strategies that drive both brand awareness and business growth. A strong, aligned brand presence is essential, and it's crucial to ensure that the corporate image reflects the core values and objectives of the business in every interaction.

ALT Museum
Greenworks
Pellington Design
Pilomat

• Event Management & Coordination

Skilled in organizing events of all scales, from intimate workshops to large-scale exhibitions, with experience in managing trade fairs worldwide. Effective communication with clients enables me to clearly understand their needs and expectations. From coordinating logistics to managing press relations and post-event follow-up, my goal is always to foster meaningful connections, create synergies, and deliver impactful experiences.

Greenworks
Pilomat Srl.
Pellington Design
ALT Museum

• Graphic Design & UX/UI

With a background in both digital and print design, I create compelling, user-friendly platforms and experiences. My expertise in traditional marketing means I've worked on a wide range of comprehensive printed materials, such as catalogues and brochures, alongside digital communication efforts. This balance between print and digital provides a holistic view of branding, allowing me to ensure every touchpoint aligns with the overall vision.

Greenworks
ALT Museum

• Team Leadership & Training

I believe that creativity and innovation thrive in a collaborative environment. Leading internal creative sessions, organizing team-building activities, and mentoring interns and junior team members are some of the ways I support a culture of knowledge-sharing and growth. I take pride in helping others develop their skills, fostering a team spirit where ideas flow freely, and everyone feels empowered to contribute.

Pellington Design
Pilomat Srl.

• Entrepreneurship & Business Development

As a co-founder, I've learned how to grow and manage a small business from the ground up, from strategy and operations to marketing and sales. My experiences in both art and technology have given me a unique perspective on creativity and problem-solving. I also have experience in brand extension. I'm always looking for solutions that blend insights from different fields to approach business challenges in design-oriented ways.



Software Expertise

- **Adobe Creative Suite (Photoshop, InDesign, Illustrator)**
Used for designing marketing materials, product catalogues, logos, trade fair designs, montages, and collaterals. Enhances visual storytelling, brand identity, and promotional materials for both digital and physical platforms.
- **Microsoft PowerPoint / Google Slides**
Developed presentations for client meetings, product launches, and internal strategy sessions, ensuring clear communication of concepts and performance metrics.
- **HubSpot**
Used for CRM, lead management, and performance tracking.
- **Email Marketing Tools (Mailchimp)**
Managed email marketing campaigns, segmented contact lists, and analyzed campaign performance for optimized audience engagement.
- **WordPress**
Developed and maintained websites, ensuring functionality, usability, and alignment with brand objectives through custom web design.
- **Google Analytics**
Monitored website traffic and user behavior to adjust marketing strategies and improve engagement.
- **Google Ads**
Managed online advertising campaigns, optimizing for search and display networks to increase brand visibility and drive conversions.
- **Social Media Tools (Facebook Business Manager, Instagram Ads)**
Executed and monitored social media advertising campaigns, ensuring alignment with overall marketing strategy and target audience engagement.
- **Fortnox**
Managed client orders and sales statistics.

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portfolio

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