

COSTANZA PIAZZOLLA

Italy



+393498222629



costa.piazz@gmail.com



<http://linkedin.com/in/costapiazz>

Never-ending learner, yearning to be a creative manager. I shared my experience with 5+ teams within international companies like Superheroes, INGO, Everis S.p.A., TEDx, and ICOM (International Council Of Museums). Thanks to advertising agencies and the consultancy world, I learned how to break the clutter, step out of my comfort zone in creative contexts, and cope with KPIs and unexpected problems that needed a solution on short notice. Moreover, I focused my efforts on achieving targeted goals in fast-changing environments like non-profit ones, mainly related to engaging the public. I believe in choosing the unwalked paths instead of paved roads.

CAREER HISTORY

McCann, Paris

Apr 2023 - Jun 2023

McCann is a global communication agency. It is recognized worldwide for its creativity and efficiency. Its goal is to develop integrated marketing and communication solutions for each client, to support them in France and around the world. Main clients: *L'Oréal Paris, Prada, Nespresso, Subway, Somfy, CPW, Novartis, Schär gluten-free*, etc.

- **Art Direction / Stage**

Superheroes, Amsterdam

Jan 2023 - Mar 2023

Superheroes is an independent, creative agency. It's ambitious mission is to save the world from boring advertising. It hosts its superheroes in 3 different hideouts located in AMS, NYC and Singapore. Main clients: *Lenovo, Asus, OnePlus, Mondelez, Netflix*, etc.

- **Art Direction / Stage**
 - Developed and designed the social media strategy for a local start-up: **Skinny Whale**.

INGO, Hamburg

Oct 2022 - Dec 2022

INGO is an independent boutique agency. It works in the borderland between creativity, talkability (PR) and media/distribution. Its mission: to balance relevance for the brand and relevance for people. Main clients: *Burger King, Woods Art Institute, Foodpanda, German rail*, etc.

- **Art Direction / Stage**
 - Dreamed, brainstormed and designed an integrated campaign for *Dove*. Contributed to the execution of the campaign *The Art of Trending with Dall-E 2*.

Everis S.p.A., Milan

Mar 2019 - Feb 2021

Everis is a for profit organization. It is a NTT DATA Company and its core is about consulting and outsourcing in all sectors. Everis hosts 27,000 professionals across Europe, USA and Latin America. Its vision is: being a worldwide company that excels both ethically and emotionally.

- **System Administrator / IT Consultant**
 - CRM – Application maintenance – DB management in a complex business environment. The client I worked for was a Telco one. The plus that this work gave to me was that I learned how to cope with restricted deadlines and unexpected problems that needed to be solved rapidly.

TEDx-Barletta, Barletta

Sep 2018 - Oct 2019

TED is a non-profit organization devoted to spread ideas in the form of short talks. TED is a global community that is building a clearinghouse of free knowledge from the most inspired thinkers and engage a community of curious souls to engage with ideas and each other, its motto is 'Ideas worth spreading'.

- **Event planning / Marketing team**
 - I have developed a unique sense of networking in this type of environment that is all about co-working. I wrote the document for obtaining both, the sponsorship from the city and the location in which the conference took place. We planned and posted contents weekly like a Ted-x group, paying special attention to the engagement of customers and managing the sale of the tickets.

ICOM General Conference, Milan

Sep 2015 - Jul 2016

ICOM (International Council Of Museums) is an international non-governmental organisation representing museums and museum professionals on a global level and maintaining formal relations with UNESCO. Within the United Nations, ICOM has a consultative status with the Economic and Social Council. The General Conference is a worldwide reputed hub for exchange about the topical issues museums tackle today and the most innovative solutions. (More than 3.000 participants)

- **Social Media Team**

- Planned and edited weekly contents for the social media pages of the event, all along the year of the preparation for the event. During the Conference, I managed to provide an effective idea of each speech I had attended through live tweeting (more than 5 different rooms per day).

WAVEMilano Project, Milan

Jun 2015 - Jul 2015

WAVE is a global project ran during the EXPO Milan 2015, conceived and produced by BNB PARIBAS. It deals with exhibitions that explore the major currents on every continent about: co-creation, the inclusive economy, the maker movement, the sharing economy and the circular economy.

- **Staff Photojournalist**

- Managed both shooting and postproduction of pictures for more than 10 events/conferences (5 to 6 hours per event) during the month of Expo Milano 2015.

Annamaria Gelmi (Contemporary artist), Trento

Nov 2013 - Mar 2014

Annamaria Gelmi is a contemporary - minimal art devoted - artist. Living and working in Trento she produces sculptures as well as canvases. Some of her masterpieces are displayed in contemporary Italian museums such as MarT (Museum of Contemporary art, in Trento and Rovereto), she displays her works through exhibitions in all over the world.

- **Artist assistant**

- Managed external contacts in the artist's agenda, PR. Catalogued more than 200 works both analogical and digital. I assisted the artist during her public speeches and promoted her events. For instance, for the exhibition 'L'immagine terrestre' I gave her tips on the presentation speech and promoted the event via Social Media, newsletter, phonecalls.

EDUCATION

Miami Ad School Europe, Berlin

Oct 2021 - Oct 2023

Portfolio program - Art Direction

Napier Academy, Milan

Sep 2018 - Jan 2019

Specialization Coursework, Marketing for Museums and Exhibitions

Università Cattolica del Sacro cuore, Milan

Jan 2015 - Sep 2017

Master's Degree, Economics and Management of Arts, Culture and Entertainment

110/110 cum Laude

Università degli studi di Trento, Trento

Sep 2009 - Dec 2014

Bachelor's Degree, Cultural Heritage (History of Art)

LANGUAGES SKILLS

Mother tongue: Italian

Others:

	Writing	Speaking	Comprehension	
English	C1	C1	C2	IELTS academic score: 7.5 Business English competences acquired during my academical career
Spanish	B1	B1	B2	Studied it during my academical career

European Framework of Reference for Languages (CEFR). Levels: A1/A2: Basic user - B1/B2: Intermediate user - C1/C2: Expert user.

WHAT'S MORE



- Photoshop expert user;
- Lightroom expert user;
- Illustrator good user;
- Indesign basic user;
- iOS / Microsoft expert user;
- Driver License: B.
- Painter;
- Amateur photographer;
- Great observer;
- Brave improviser in life.

*Intellectual property: In each presentation I made for the brands which I worked for; I took some of the introductive parts from the official websites.

In compliance with the GDPR and Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance with art. 7 of the above-mentioned Decree.