

# Michele La Fiandra

Senior consultant - Strategy & Creative direction

miclafiandra@gmail.com

Ph: +39 348 3770007

Milan - Paris

## WORK EXPERIENCE

SEP 2011  
ONGOING

**As a creative director, these have been my main responsibilities:**

- Creative direction, strategy, and continuity management of all online, interactive, integrated and social media marketing projects.
- Management of internal creative team,, plus a network of freelance writers, videomakers, photographers, directors, graphic designers and illustrators.
- Project-based and day-to-day workflow management between the creative team and the other teams inside the agency.
- Management of entire agency portfolio of clients.
- New business recruitment, pitching, presentations.
- Production budget management and vendor negotiation.

OCT 2016  
ONGOING

**Senior consultant - Milan, Italy**

### Main Objectives

Collaborate with brands and advertising agencies to develop communication projects in all the fundamental step, from market analysis to strategy, from concept to execution.

OCT 2016  
ONGOING

**INCISO Music Curators- Milan, Italy  
Creative Director & Strategist**

### Main Goal

Develop cultural, artistic and business project centered on music contents.

SEP 2015  
SEP 2016

**Early Morning - Milan, Italy  
Executive Creative Director**

### Main Clients

Mattel Italia, Bikkembergs, Antony Morato, Pal Zileri, Hogan.

### Leadership

- Management of internal creative team of 6 people: copywriters, art directors, designers, and web editors.

## SUMMARY

“ Creative director with over 10 years of experience in advertising, branding, and content marketing, working with many different clients and product categories: food, fashion, pharmaceutical, beauty, technology, just to name some. Enthusiastic team leader, I believe that fostering a good atmosphere and a positive culture is crucial to creative work.

## AWARDS

### **Balls Dream Band**

#### *ADCI AWARDS 2013*

- Argento - Integrated Media
- Bronzo - Branded Digital Content 2012
- Best Digital Integrated Campaign

#### *NC Digital Awards 2013*

- Best Overall Digital Integrated Campaign
- Best Execution
- Best Consumer Engagement
- Best Media Strategy

### **PescuraMag**

#### *Mediastars 2015*

- Special Star per l'Art Direction

# Michele La Fiandra

CREATIVE DIRECTOR

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Ph: +39 348 3770007

Milan - Paris

JAN 2014

JUL 2015

## Zodiak Active - Milan, Italy

### Creative Director

#### Clients

Jack Daniel's, Heineken, Ferrero, Lavazza, Scholl, Whirlpool, Discovery Networks, Unicredit

#### Leadership

- Management of internal creative team of 12 people: copywriters, art directors, designers, screenwriters.

MAR 2011

JAN 2014

## TBWA\ITALIA - Milan/Rome, Italy

### Digital Creative Director

#### Main Clients

BNL, Cellularline, Adidas, Danone, Google, Grandi Navi Veloci.

#### Leadership

- Management of internal creative team of 10 people: copywriters, art directors, designers, web editors, developers, social media managers.

MAR 2007

MAR 2011

## LEO BURNETT - Milan/Rome, Italy

### Integrated Art Director / Designer

#### Clients

Philip Morris International / Brands: Marlboro Racing Global, L&M, Virginia

#### Main responsibilities

- Partner with copywriter and other team members to conceive and develop projects in line with brand equity and brand visual and creative guidelines
- Develop strong communication strategies across integrated channels and diverse territories (CEEMEA, South America, Asia and Pacific).
- Insight and research work on the latest trends in technology and and consumer behaviour.
- Creation and development of consumer engagement platforms for online and offline.
- Building of effective presentations and campaign toolkits.
- Product design.
- Supervision and art direction in production of all campaign materials: spots, websites, key visuals.

## LANGUAGES

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Italian

*Native*

English

*Fluent*

Portugues

*Advanced*

## SKILLS

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Creative direction

Branding

Strategic thinking

Leadership

Team-building

Presentation skills

Visual editing

Storytelling

## EDUCATION

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### UNIVERSITÀ DEGLI STUDI DI ROMA "LA SAPIENZA" 2001 - 2005

Bachelor course in Industrial Design

*Main subjects:* Product

design, graphic design, web design, art direction.

### UNIVERSIDADE LUSIADA DE LISBOA 2003 -2004

Erasmus project

Industrial Design Workshop

"Product innovation"

Workshop "Photo reportage"

*Main subjects:* Product

design, graphic design, photography, web design.

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CREATIVE DIRECTOR

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Ph: +39 348 3770007

Milan - Paris

JAN 2005

FEB 2007

**XISTER - Rome, Italy**

**Web designer junior**

Clients

Sony Pictures Entertainment, Mercedes Benz,  
Luxottica, Warner Bros.

Main responsibilities

- Concept design and development for websites,  
display banners, newsletters and landing pages for  
web campaigns.

## HOBBIES

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Music (producer andDj)

Sport

Fashion

Travel

Science

Politics