

ARIANNA NOTA

VISUAL MARKETING & DIGITAL COMMUNICATION

CV updated 01/2024



info@ariannanota.com
+39 3512523116

From **Rome (Italy)**.
Now in **Piedivalle, Preci (PG)**
Available to **work remotely**.

March 2, 1995 (28)

WHO I AM

Since I was a child, I have never wanted to choose just one path to follow and I have always defined myself as a **multipotential personality**. I have always had many different passions that do not converge in a single linear path: this is my added value. ✨
Many people think that multi-talented personalities are not passionate about anything and that they can therefore do everything, but we are passionate about many things and as we will do even more varied things!

ABOUT ME

I am fascinated by the role of social content within society and how it can play a key role in the social experience of customers and users. I firmly believe in the connection between **visual and marketing**, is fundamental to the optimal success of **sales goals and the aesthetic experience**. I am a firm supporter that **consumer and customer focus** is one of the key elements in executing any type of work (from the little boutique, to large world companies).
I have had the opportunity to **work and study outside my native country** for a long time and in contact with people from **different cultures**, this has stimulated me a lot to travel, communicate with anyone and learn more about other cultures.

Constantly updated links:



www.ariannanota.com

I authorise
the processing
of my personal data.

VISUAL MARKETING WORK EXPERIENCE

VISUAL MARKETING FREELANCE

- Full-time job – 09/2023-Today – Everywhere

Social media management, online marketing, visual identity, brand identity, graphic design and graphic communication.

JUNIOR BUSINESS ANALYST

- Full-time job – 09/2022-09/2023 (1Y) – Accenture (Lisbon, Portugal)
Junior Platform Experience Practitioner, ECM (Enterprise Content Management) for one of the largest social media companies in the world. Promotion obtained thanks to the Accenture talent discussion.
🏆 Awards "Innovator of the month January 2023".

BUSINESS ANALYST

- Full-time job – Accenture (Lisbon, Portugal)
Platform Experience Practitioner, ECM (Enterprise Content Management).

VISUAL MARKETING & INSTAGRAM SMM

- Apprenticeship – 03/2022-05/2023 (3M) – M&M Italy Srls (Nepi, Italy)
Campaign launches, agency branding, and visual identity research.
- Freelance – 07/2022-09/2022 (6M) – Four Green Fields Pub (Rome, Italy)
Offline information flyers, info graphics, online SM graphics, stories and posts.

MULTIMEDIA MANAGER

- Apprenticeship – 06/2017-09/2017 (4M) – Mondo Mostre (Rome, Italy)
Maintenance of the installations. International exhibition at Ex Dogana Roma.

MULTIMEDIA ARTISTS SUPPORT

- Internship – 05/2017-06/2017 (1M) – Art Futura Festival (Rome, Italy)
Assisting world-class digital artists to become responsible of the exhibition.

HÔTELLERIE WORK EXPERIENCE

RECEPTIONIST & CUSTOMER CARE

- Part-time job – 05/2018-08/2021 (3Y) – Palazzo Medusa (Rome, Italy)
Check-in, check out, front office, customer service, email management.

RECEPTIONIST & CO-HOST

- Part-time job – 05/2018-08/2021 (3Y) – Palazzo de Cupis (Rome, Italy)
Check-in, check out, front office, customer service, email management.

BEAUTY INDUSTRY WORK EXPERIENCE

MAKE-UP ARTIST

- Occasional freelance job – 05/2019-05/2023 (4Y) – (Rome, Italy)
For individuals, fashion agency and other (Dolce & Gabbana, RAI, Altaroma)

MAKE-UP & BEAUTY SALES CONSULTANT

- Full-time intern – 07/2019-09/2019 (3M) – LVMH Sephora (Rome, Italy)
30" make-up service, salesperson, skincare & perfume expert and cashier.

VOLUNTEERING

A.G.E.S.C.I.

- Scout leader – 09/2009-09/2021 (12Y) – Gruppo Scout Roma 131

ONDA BETA

- Disable children & elderly care – 07/2013-08/2013 (1M) – (Bethlehem, Israel)

L.A.I.R. PROJECT

- Support for Ukraine – 05/2022-06/2022 (1M) – (Unione Lunigiana, Italy)

VISUAL MARKETING EDUCATIONAL JOURNEY

MARKETING & DIGITAL COMMUNICATION (MASTER DEGREE)

- Achievement: 110L+/110 – 09/2020-07/2022 (2Y) – Lumsa (Rome, Italy)
• UI/UX experience basics, Business planning, Advanced marketing, Metrics, planning & KPIs for communication, Web marketing and digital communication.

DESIGN & COMMUNICATION MANAGEMENT (ERASMUS+)

- Achievement: 30/30 – 09/2021-03/2022 (6M) – Algebra (Zagreb, Croatia)
• Video marketing, Project Management in Market Communications, Brand identity, Rebranding, Creative Tools and Interactive Media, Lateral Marketing

MULTIMEDIA ARTS & TECHNOLOGIES (BACHELOR DEGREE)

- Achievement: 104/110 – 09/2014-10/2017 (3Y) – Academy of Fine Arts (Rome)
• Photoshop, Illustrator, Indesign, Final Cut ProX, Premiere, Rhinoceros 3D, Art history, Phenomenology, New media and arts, Graphics, Photography, Video.

SCIENTIFIC FOCUS (HIGH SCHOOL)

- Achievement: 63/100 – 09/2022-03/2023 (5Y) – Louis Pasteur (Rome, Italy)

DUBLIN GRIFFITH COLLEGE (STUDY ABROAD)

- 07/2012-08/2012 (1M) – (Dublin, Ireland)
Study abroad experience to learn the language.

UK ARTS & TECHNOLOGIES COLLEGE (STUDY ABROAD)

- 07/2011-08/2011 (1M) – (Telford, UK)
Study abroad experience to learn the language, with a focus on visual arts.

LANGUAGE & CERTIFICATIONS

ITALIAN

- Native level

ENGLISH

- English level C1 I RS Language testing | Level C1 | acquired on 06/2022
Erasmus+ OLS Language Assessment | Level B2 | acquired on 02/2022
Language Centre & Certifications (CLIC) | Level B2.2 | acquired on 04/2021

BEAUTY EDUCATIONAL JOURNEY

PROFESSIONAL MAKE-UP ARTIST (II LEVEL MASTER)

- Achievement: 28/30 – 04/2018-04/2019 (1Y) – REA University (Rome, Italy)
• Makeup SFX, beauty, fashion, fantasy, theatrical, eras, history of make-up, fashion and colour, dermatology, social media, photography and video.

SKILLS

Adobe Photoshop (9Y)	● ● ● ● ●	Microsoft Excel (5Y)	● ● ● ● ●
Illustrator (9Y)	● ● ● ● ●	Project (1Y)	● ● ● ● ●
Indesign (9Y)	● ● ● ● ●	Power Point (5Y)	● ● ● ● ●
Premiere (9Y)	● ● ● ● ●	Power BI (1Y)	● ● ● ● ●
Final Cut Pro (9Y)	● ● ● ● ●	Agile methodologies (1Y)	● ● ● ● ●
SketchUp 3D (9Y)	● ● ● ● ●	Project management (1Y)	● ● ● ● ●
Da Vinci Resolve (2Y)	● ● ● ● ●	Lateral thinking (10Y)	● ● ● ● ●