



Erica Vitale

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Profile

Born in Rome on August 24, 1991, I have always been intuitive and curious. Using creativity with strategy is what makes me enthusiastic and tireless: I found marketing the perfect field to express this personal inclination.

I love taking part in collaborative creative processes and I always do my best to amaze and convey a sense of beauty in my work. Passionate about self-expression through consumption choices: I love fashion and image choices as a means to bring personalities to life.

Attracted to any form of design process, I fell in love with digital illustration and video editing.

I hereby authorize the use of my personal data in accordance to the GDPR 679/16 - "European regulation on the protection of personal data"

Certifications & Skills

01/2022 - 02/2022 | e-work
200h in SOCIAL MEDIA MANAGEMENT

2021 | Centro Saperi&Co, Sapienza University of Rome
SERVICE DESIGN THINKING BOOTCAMP

09/2011 - 06/2012 | Rea Group
MAKEUP, BEAUTY & FASHION DIPLOMA

2010 | Cambridge Assessment English
FIRST CERTIFICATE IN ENGLISH B2

PHOTOSHOP	<div></div>
ILLUSTRATOR	<div></div>
AFTER EFFECTS	<div></div>
META	<div></div>

Work Experience

07/2023 - present | Prodeco Pharma, Castelfranco Veneto (TV)
BRAND MANAGER

Elaborating online and offline marketing strategies for the skincare brand Archetipa and the phytotherapy product lines GSE Complex and Dermoskin by Prodeco Pharma, following the development of the projects in all their parts, from product ideation to in-store promotional strategies.

06/2022 - 07/2023 | Manifatture Bellet, San Martino di Lupari (PD)
HEAD OF BRAND COMMUNICATIONS

As head of communication for Manifatture Bellet, I actively elaborated branding strategies for the company itself and its B2C labels PRANI, Feeling Sound and Toujours Femme. My daily activities included social media management and blog posting; editing and creating engaging graphics and video contents; setting and managing meta adv campaigns; optimizing e-commerce designs on WordPress and Shopify; DEM; elaboration of creative breifs & styling for photoshoots.

07/2020 - 09/2022 | DeaPoint, Castelfranco Veneto (TV)
CREATIVE DIRECTOR

I supported a small B2B company in the wellness industry with the launch of a new cosmetic brand. My activities included: branding - situational analysis and brand positioning; brand identity design and tone of voice definition; design of graphic contents, video animations, and product catalogues; design of brand experience in beauty centers and training events; managing digital and social media presence.

09/2016 - 06/2019 | Brancaccio and Sala Umberto Theaters, Roma (RM)
HOSTESS

11/2013 - 07/2015 | Mok'house and Residence Maximus, Roma (RM)
RECEPTIONIST

09/2011 - 06/2012 | Studio Alimena, Roma (RM)
PUBLIC RELATIONS AGENT FOR ACTORS/ACTRESSES IN CINEMA AND ADVERTISING PRODUCTIONS

Education

2019 - 2021 | Sapienza University of Rome
MASTER'S DEGREE - MARKETING AND COMMUNICATION
PSYCHOLOGY

Final mark: 110/110 e lode

Key learnings:

UX Design with Service Design Thinking tools - Integrated Communication Campaigns Design and monitoring. KPIs identification, design of creative briefs, media planning - history and evolution in advertising communication models through case studies - Theoretical models of dynamic psychology and psychodynamic interpretation of the advertising message.

2014 - 2019 | Sapienza University of Rome
BACHELOR'S DEGREE - PSYCHOLOGY

Final mark: 102/110

2005 - 2010 | ISS Niccolò Machiavelli, Rome
LINGUISTIC HIGH SCHOOL DIPLOMA
(ENGLISH, FRENCH, SPANISH)

Final mark: 100/100 e lode