

# ARIANNA NOTA

## VISUAL MARKETING

CV updated 05/2023



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From **Rome (Italy)**.  
Now in **Lisbon (PT)**.  
Available to **move out**.

March 2, 1995 (28)

### WHO I AM

I define myself as a multipotential person, but what does **multipotential** mean? *No, i'm not Wanda Maximoff or Jean Grey!* I just have many passions or interests that don't converge in a single path and this is **my superpower!** ✨

A lot of people think that multipotential personalities don't like anything and therefore we can do everything, instead... We are **passionate about various things** and consequently we'll do even more various 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.

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### VISUAL MARKETING WORK EXPERIENCE

#### JUNIOR BUSINESS ANALYST

Full-time job – 03/2023-Present (8M) – 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 – 09/2022-03/2023 – Accenture (Lisbon, Portugal)

Platform Experience Practitioner, ECM (Enterprise Content Management).

#### VISUAL MARKETING

Apprenticeship – 03/2022-05/2023 (3M) – M&M Italy Srls (Nepi, Italy)

Campaign launches, agency branding, and visual identity research.

#### VISUAL MARKETING & INSTAGRAM SMM

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 – 05/2022-06/2023 (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 | 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 ●●●●●

Illustrator ●●●●●

Indesign ●●●●●

Premiere ●●●●●

Final Cut Pro ●●●●●

SketchUp 3D ●●●●●

Da Vinci Resolve ●●●●●

Microsoft Excel ●●●●●

Project ●●●●●

Power Point ●●●●●

Power BI ●●●●●

Agile methodologies ●●●●●

Project management ●●●●●

Lateral thinking ●●●●●