

# Susanna Costantini

## CONTACT

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## Specialties and skills

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10+ years experience in communication.

- Skills and expertise in the analysis of **brand communications** and **marketing objectives**
- Effectiveness in the design and optimization of **communications strategies** and actions development
- Communications models based on **brand experience**, **contents** and **behavior**
- **Concept design**, digital and **creative strategy** especially focused on **storytelling** and **experience**
- Large expertise in sport (bicycle), food & beverage, fashion, and OTC

## Job Experience

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**By November 2015**

**BrandMade (Trilud Group)**

### **Communication Strategist**

- Developed value-based advisory methodology starting from the achievement of a deep knowledge of brand positioning and brand perception
- Handling methodology to carry out brand communication assessment
- Managing research activities ensuring effective internal and external team work
- Driving the strategic and delivering process in order to build efficient communication strategy for Brands starting from the analysis of brand communications and marketing objectives
- Leading and motivate team in the project development by providing strategic recommendations
- **Main Clients:** Pinarello, FATER, FISAR, Dondup.

Reports to: Managing Director Trilud

**2007-2015**

**Isobar Communications ( Dentsu Aegis Media Group)**

**Creative Manager and Content Strategist**

- executing the defined Communications Plan for assigned Brands through a 360° activation, implementing content offer in collaboration with Marketing Specialists (Media and Digital Planners, PR Managers, Strategic Planners and Consumer Event Managers).
- managing content and creative strategy through a cross-channel distribution map
- leading the creative team in the development of engaging digital solutions and brand content experience
- supporting the execution of pitches and new business activities through all communications channels; identifying new trends in the digital communications scenario

**Main Clients:** Fastweb, Angelini, Philips, Deborah Group, Johnson & Johnson, Peugeot, BMW, Club Med, Nokia, Università Luiss Guido Carli, Coop, Acqua di Parma, LVMH, adidas, Bulgari, Reebok, Franklin & Marshall, Yamamay, Carpisa, Arena international, Panasonic, Diageo, Star, Disney, Mattel, Kellogg's.

Reports to: Managing Director Isobar Communications

**2006-2007**

**Interzen Consulting (Inferentia Group)**

**Digital Account Manager**

Management of digital creative solutions and business development.

Leading brainstorming and creating proposals for clients, both existing and new business.

**Main clients:** Istituto poligrafico zecca dello Stato, Toyota, BNL, Sixty group, De Cecco.

Reports to: Creative & Account Director

**2004-2006**

**Freelance**

**Account & Creative Specialist**

Contributing to clients research and communications consulting within a large range of services: advergaming concept design, brand identity, advertising campaigns, brand & product naming, logo design, wine store interior design, wine event ideation and coordination.

**Main clients:** Bacardi, Emmenthal, Unipol Banca, SME within the wine-producing industry.

**1998-2003**

**Student & Entrepreneur**

While I was attending and graduating in sociology I started and managed a Vinery acquiring knowledge in wine.

## Programs and foreign languages:

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- Knowledge of operational models based on qualitative research, quantitative and media target
- Knowledge of the main social platforms and monitoring tools, CRM, email marketing and retargeting advertising
- Programs knowledge: Office, Illustrator, Photoshop
- Fluent Italian and English

## Education

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2003 -2004

### **Accademia di Comunicazione – Milano**

Master - Copywriting and new media languages specialization

1996 -2002

### **Università degli Studi di Urbino 'Carlo Bo'**

University degree in Sociology

## Awards

- o 2010 - Mediastars, XVI edition: Special Star: Creative Concept for Kellogg's "Chocovores" digital campaign
- o 2011 - Mediastars, XVI edition: Special Star: Concept Design for Philips' "Led Your City" digital campaign
- o 2013 - NC Digital Awards: 2nd prize for Franklin & Marshall's SS2013 Integrated Campaign
- o 2013- IKA: 1st prize for "Just Your Way" Digital Integrated Campaign
- o 2014 – IKA: 1st prize for Yamamay's Digital Integrated Campaign

All the award-winning projects are characterized by a specific attention to **concept design**, creation of brand contents based on characters portraying and **storytelling** of collective or **participative brand experiences**, multi-language and experiences: illustrations, music, writing, video, photography, interaction, performance.