

LINDA FRANZOSI

January 30th, 1988
 Viale Stefani, 3 20125 Milano (Italy)
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 linda.franzosi@gmail.com

PROFILE • MY FUTURE

Storytelling was love at first sight. Then I met design and was a fling I wasn't able to shut down.

I would love to be part of a team with a global vision, where I can learn and extend my professional skill set on brand and content management.

// LANGUAGE

	written	spoken
ITALIAN	████████	████████
ENGLISH	████████	████████
FRENCH	████████	████████

// SKILLS



// EDUCATION

2016

"Writing the TV Drama and the TV Comedy" by John Truby
 Milan

2015

"Story" Seminar by Robert McKee
 New York

2014

Advanced Business English
 at Kaplan International
 London

2011

School of Visual Arts Film Making
 Creative product development
 and production

UCSC

Post-graduate Master Degree
 "Fiction writing techniques"
 Creative Writing & Script Analysis

2010

UCSC
 Mass Media and Cultural Science
 Major in movie theory
 110/110 Magna Cum Laude

2006

French Degree DELF B1 82,5/100

WORK EXPERIENCE

Communication & Editorial

- Communication strategy and branded storytelling
- Concept and editorial development
- Brand and property consistency
- Storytelling structure and characters creation
- Story-editing

Project management

- Production schedules and project management
- Communication strategy and content disclosure in keynotes, decks and flyers
- Target analysis: influencers and age segments needs, competitor and environment

• Graphic Design

- Branding concept, typography and color palette studies
- Product design
- Cover studies and internal pages design for magazines and books

• Digital

- App design
- Content and visual consultant
- Web and blog management
- Content strategy and social media planning

• Entrepreneurship

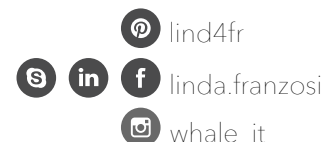
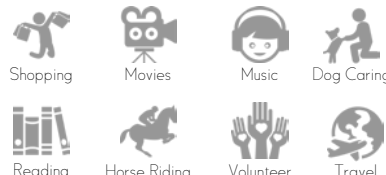
- Whale it it's my taylored lab where to experiment and deepen my knowledge, from branding to product development, from design to social media management.



MAJOR CLIENTS



INTERESTS • SOCIALS



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PROFESSIONAL SUMMARY

Storytelling and Visual Strategist

Design narrative and content disclosure driving end-to-end storytelling that impacts business culture and success. Design, build and land stories that resonate to influence loyalty and affinity for the company and its products and service. Frame the narrative in a consistent design and visual expression to enhance Company and Client's profile.

WORK EXPERIENCE

Excellence Innovation (Milan)

Strategic Consultant | March - June 2018

Design narrative and content disclosure driving end-to-end storytelling that impacts business culture and success. Design, build and land stories that resonate to influence loyalty and affinity for the company and its products and service. Frame the narrative in a consistent design and visual expression to enhance Company and Client's profile.

DCPI Publishing & Digital Media at The Walt Disney Company (Los Angeles)

Storytelling and visual Keynote Consultant | February 2017 - Present

Design narrative and content disclosure; visual approach for strategic internal keynotes.

Supernova Holding Group @ Zoro.ai (Milan)

Senior UX Digital Strategic Consultant | July - December 2017

Creation of conversational and structured speech, and artificial intelligence capabilities. For digital engagements, compose user flows, story maps, and highly detailed artifacts using text, diagrams, illustrations, and/or prototypes to outline product, feature, and function specifications. Analyze performance of the user interface in the field with regard to performance metrics and caller experience, and recommend specific changes to improve caller satisfaction and transaction completion. Daily working with Producers and Divisional Stakeholders to develop engaging and immersive user experiences.

Marco Montemagno (Brighton)

Graphic Designer | March - June 2017

Creation of infographics and branding assets to support Marco Montemagno Facebook page.

Whale it (Milan)

Entrepreneurship | October 2016 - Present

The creative mind behind the MovieLover and BookLover product line. Branded content and social media positioning manager. Instagram: @lindafromwhale_it

Studio Ellisse (Milan)

Translator, Editor & Graphic Designer | September - November 2016

Several magazines issues adaptation, plus concept and activities design for coloring book format, edited by Centauria. Creation of content upon the launch of Elisabetta Cametti thriller book.

Lombardia Informatica, Regione Lombardia (Milan)

Content & Visual Strategist | March - September 2016

Maximize the impact of content and define UX and UI to ease the User Interface focusing on "Gli Osservatori" platform.

Blink Agency (Milan)

Creative and Strategic Media Manager & Designer | February 2016 - October 2017

Oversee communication strategy and company narration declined in social media content creation, newsletters, strategic planning and analytics (Clients: Silhouette, Adidas Eyewear, Revlon Professional). Manage communications and agency narrative towards new clients. Oversee website architecture and design, content and social media plan schedule.

BSO Srl and Confederazione Nazionale Misericordie d'Italia (Crespi d'Adda)

Content & Visual Strategist | February 2016 - March 2018

Positioning and brand development strategy. Brand identity and strategic storytelling declined for the website and social communication platforms. Project management and feasibility study for a mobile and web app designed to manage supplies retrieving and resources organization during emergency and state of need. App structure design, UX and UI development for Urgency/Emergency association.

De Agostini Editore (Milan)

Managing Editor & Digital Coordinator | January - April 2016

Responsible for the editorial creation of the magazine Camilla Store, based on the TV show format. Magazine concept, art and design approval. Oversee the production of content, arts, and photo editing.

Online Content Manager Kids | June - December 2015

Manage content for the TV Channel website, according to the programming, developing editorial, video, and design to promote the property and establish a fan base community. Spokesperson to identify the most effective strategy to promote new properties across every media support available (TV Adv, programming, digital and social).

Disney Publishing Worldwide (Milan)

Editorial and Digital Coordinator | February 2014 - June 2015

Provide concept and the editorial development of New IPs, analyzing influencers and age segments needs. Working closely with the Lead Editor on the projects, providing schedules, internal decks, and presentations, text editing, art supervision, and consistency. Accountable for each material developed from the Project Pitch to the final Editorial and Design Development Portfolio.

Launched project: Real Life.

- Digital: Re-styling coordination of the Franchise Website from a static interface to a dynamic one, which offers a wide view of the whole property. In particular, we developed extra content to sustain the new franchise strategy based on fashion tips and style.
- Magazine: editing and graphic layout of the editorial pages, plus supervision of the assets delivered

Editor, Digital, and New IPs | March 2012 - January 2014

Creation and development of new magazines titles that includes comics stories. Editorial conception and strategy over the issues; production, supervision, design creation and content editing. Management of

the workflow and delivery schedule. Responsible for the editorial development of Real Life and the creation of the digital support for the creation of the new IP.

Junior Editor | January – March 2012

Manages editorial development for Disney Comics app and Digital Replica. Management of the production and supervision of the timelines, editorial plans creation, external vendors and internal stakeholders management. Testing and final approval.

Intern, Digital | June – December 2011

Support to the lead digital editor for the Replica magazine and comics products (Disney Comics, Digital Replica).

Piano B (Milan)

Marketing Assistant | March 2007 – May 2010

Direct to consumer marketing support for international brand during occasional events (Nokia, Purina, Nivea, Mamma Mia!

EDUCATION

Catholic University of the Sacred Heart (Milan)

“Writing the TV Drama and the TV Comedy” Seminar by John Truby | October 2016

Florence Gould Hall Theater, New York

“Storynomics” Seminar by Robert McKee | April 2015

School of Visual Arts, New York

Film Making | June 2011

Creative product development and production.

Catholic University of the Sacred Heart (Milan)

Master Degree “Fiction writing techniques” | November 2010- May 2011

Post-graduate Master in Creative Writing and Script Analysis.

Catholic University of the Sacred Heart (Milan)

Mass Media and Cultural Science - Major in movie theory | September 2007 – September 2010

The Watergate on the screen: the screen adaptation of “The Watergate affair” and the play “Frost/Nixon”
110/100 Magna Cum Laude.

Maria Consolatrice, Milan

High School | July 2007

Secondary School focusing on sciences; 83/100.

LANGUAGE SKILLS

Mother tongue Italian

Other Languages English

Spoken/Written Fluent

Qualification

Business English | Level: Advanced

Kaplan International English (Leicester Square, London) - 2014

Other Languages French

Spoken/Written Fluent

Qualification

82,5/100 DELF B1 (Test of French as Foreign Language)

Centre Culturel Français (Milan) - 2006

COMPUTER SKILLS

Mac OSX, Office, Adobe CC (InDesign, Photoshop, Illustrator), Keynote, Sketch.