

MICHELE FRANZESE

Curriculum Vitae

November 2014

"If you're reading this cv you probably met Michele Franzese, also known as Rosso.

If you're holding this in your hands but you don't know why or you don't know what to do with it, you can reach him by using the contact on the next page.

Have a nice day."



Cover Letter

Since 2007 i used to cover the position of Communication & Marketing director for fashion & cosmetics italian companies (Antony Morato, Fracomina, Wjcon).

I took care of: retail (up to 100 stores), online (launch of 3 e-commerce platforms), advertising (strategy, planning, media buying, creativity of the international campaigns).
I can offer a wide and deep experience in the fields of fashion, graphic design, publishing, music, art, multimedia and design as you can see browsing my portfolio or reading my cv below.

CONTACT & COMPETENCES

Curriculum Vitae

Michele Franzese

Contact

Name: Michele

Surname: Franzese

Age: 31/01/1981

Language: Italian (Mothertongue), English (B2 Intermediate)

mobile: +39 3404589223

mail: contact@michelefranzese.com

skype: theredislove

web portfolio: www.michelefranzese.com

School

University: 2004

ISD: Istituto superiore di design.

Marketing & visual communication.

110/110 cum laude.

College: 2000

ISA: Istituto statale d'arte.

Graphic design & Advertising.

Workshops: 2001-2013

Various.

Communication skills

I'm very extrovert and I'm a good listener as well. I am very interested in learning new things and deepen the fields I am active in.

Organisational / managerial skills

I am a team player yet have a very strong leadership orientation.

I was able to manage an office team of 6 people and a team of 20 professionals on production sets.

Job-related skills

I'm a problem solver and I've a multitasking approach to the projects.

Computer skills

I got a deep knowledge of the Adobe and Office suites.

Interests

Basketball (minor leagues player), music (producer), visual arts (illustrator & videomaker), passion for wristwatch.

EXPERIENCES

2014 July - Present

wjcon.com



“Wjcon - Marketing & Communication Director”

Make Up & Cosmetics

Marketing & Communication:
strategies, planning and media buying.

Trade Marketing:
trend analysis, events and sales promotions.
100 stores

Web & digital marketing:
development of brand new strategies for social networks and
on-line store relaunch.

Creative & Art direction:
advertising campaigns, web and trade communication.

EXPERIENCES

2013 September - 2014 June

fracomina.com



"Fracomina* - Marketing & Communication Director"

Womenswear, Denimwear & Kidswear

Marketing & Communication media strategy, planning and media buying (outdoor, press, web, print and broadcast).

Development of digital marketing strategies (e-commerce, social media and mobile).

Trend analysis, events and sales promotions for trade (flagship stores and wholesale). *10 stores*

Creative & Art direction of the brands' advertising campaigns, including casting, location & artists' selection.

Events' production and creative direction.

*PFCMNA S.p.A. brands: Fracomina, M!A F, Bluefeel, Fracomina Mini

EXPERIENCES

2006 June - 2013 January

morato.it



"Antony Morato* - Marketing & Communication Director"

Menswear, Denimwear & Kidswear

Marketing & Communication strategy. Planning and media buying of the international campaign (outdoor, press, web, print, broadcast and events).

Creative & Art direction of the brands' advertising campaigns, including casting, location & artists' selection.

International PR coordination.

Creation and development of digital marketing strategies (e-commerce, social media and mobile).

Trend analysis, events and sales promotions for trade (flagship stores and wholesale). *20 stores*

Events & Trade-show's creative direction.

Founder, director, head of design, creative & art director, director of production of the brand's house organ/magazines: Antony Morato Magazine, Denim Gazette, Footwear Review e Junior Magazine. (biannual issue).

Head of co-branding & co-operation. List of partners includes: Emi, Citroen, Pernod Ricard, Fiat, Lancia, Alfa Romeo, Jeep, Konami, Halifax, Ducati, Heineken, Nokia, Asahii, Redbull, Opel, Sony Playstation, Hasbro, Mtv, Sky, Disney.

*ESSEDI S.p.A. brands: Antony Morato, Antony Morato Junior.

EXPERIENCES

2008 January - 2009 October

isd.it

"ISD: Istituto Superiore di Design - Docente"

Education College preparation

Fashion & Textile design.

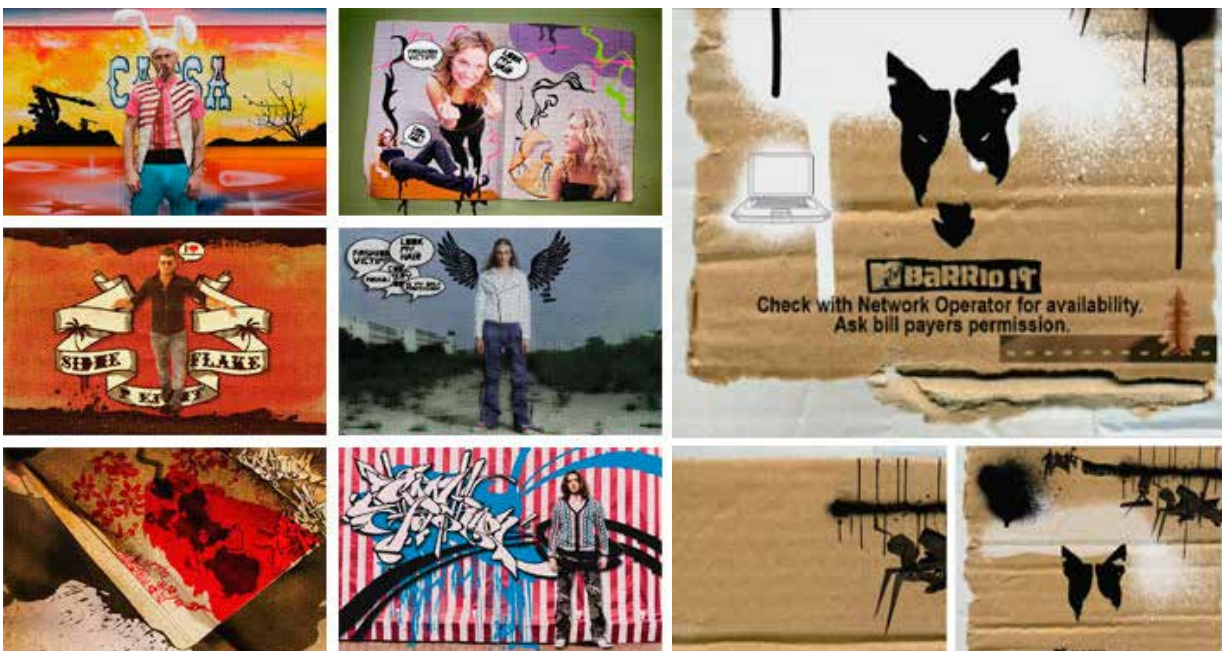
2006 January - 2008 November

edizionipem.it

"Kult Magazine - Giornalista Indipendete"

First Italians fashion, art and design's magazine

New trends - web.



2006 February - 2006 June

mtv.co.uk

"MTV Networks - Motion & Brand Designer"

Broadcast Music Television

Project: U-Load.

Project : Barrio19.

Project: Off Air.

EXPERIENCES

2004 Gennaio - Attuale

theredislove.com



"The Red Is Love - Founder, Creative & Art Director"

Creative & Visual Arts Agency

Brand design, Graphic Design, Videomaking, Motion Grphic, and Multimedia.

Clients: Sony/Bmg, Condè Nast, Nike, Bmw, Mercedes.

"Pubblicazioni, Premi & Mostre"

Magazines: Condè Nast, Edizioni Pem, IdN, Def.

- * GQ
- * Kult
- * Defrag
- * IdN Magazine
- * L'Uomo (Vogue).

Books: Gestalten, Victoniary, IdN, Graphic.

- * Dos Logos
- * Tres Logos
- * DE05
- * Fashion Wonderland
- * Grafuck 2

Interviews: IdN, Pambianco, Pubblicità Italia, Fashion, Mtv.

- * IdN Magazine
- * Pambianco
- * Pubblicità Italia
- * Fashion
- * Mtv (video)

Awards

Gran Prix della pubblicità 2011

#1 posto

Categoria: Un giro avanti

Key Awards 2011

#1 posto

Categoria: Fashion & Beauty

MTV U-Load 2006

#1 posto

Contest: U-Load

Exhibitions

- * Bjcem: Biennale giovani artisti
- * Design Edge: Singapore
- * Videominuto: Firenze
- * Creatives are Bad: Salerno
- * Attraversamenti: Napoli

A handwritten signature in black ink, appearing to be 'G. M. C.', written in a cursive style.

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