

SILVIA FRATTALI

COMMUNICATION DESIGNER

Hello, I am Silvia and I am a communication designer. I like to translate ideas and information through a variety of media, thinking strategically in both design and marketing terms. I combine strategy and creativity to build powerful visual and textual content.



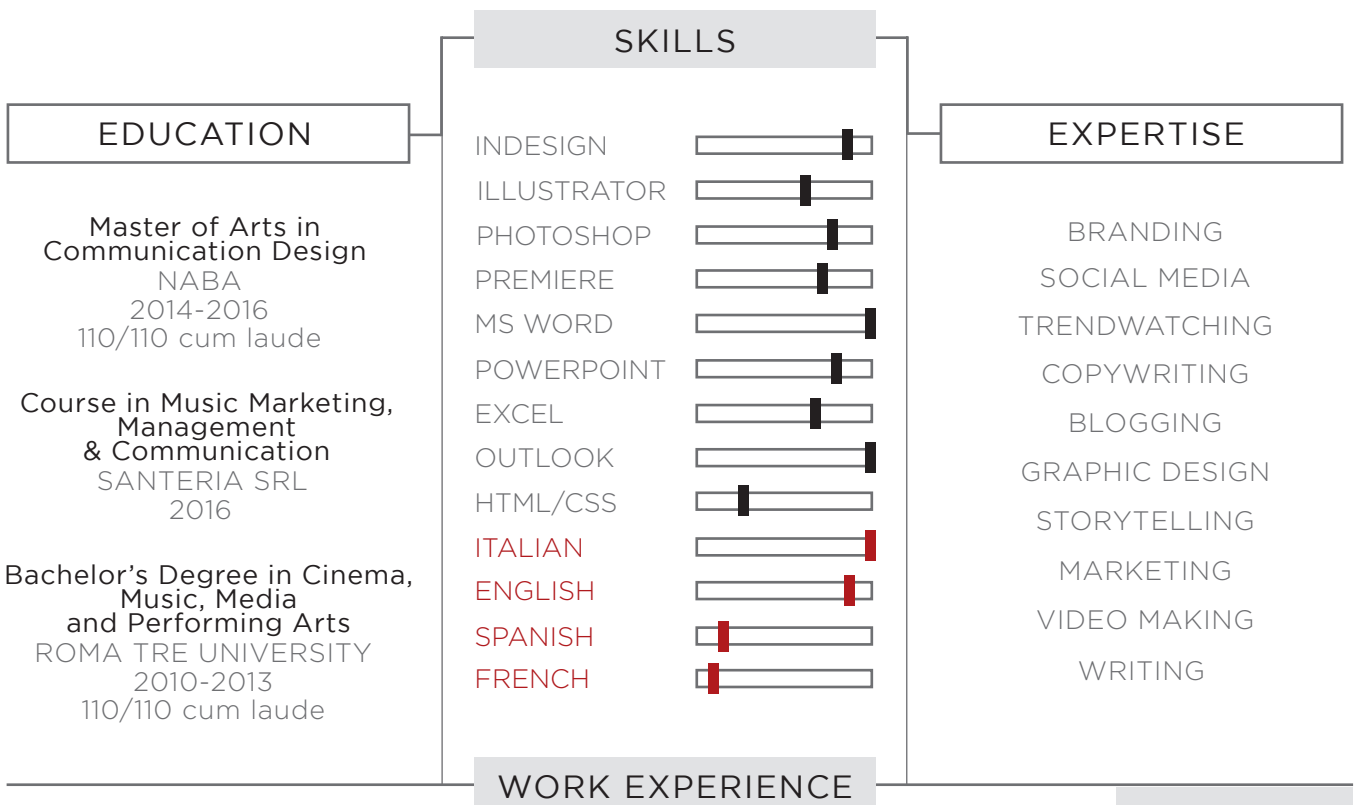
Milan, IT

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Communication Designer, Social Media & Content Manager

- Marketing Design
- Product Branding
- Web Design (Websites, Banners, Mobile Apps, Social Media Content, Newsletters)
- Graphic Design (Brochures, Templates, Logos, Presentations)
- Video Making
- Product Photography
- Content Creation, Editing & Management
- Blogging
- Social Media Management

Freelance
Remote
2018 - Present

Communication Designer, Social Media & Content Manager

- Marketing and trend research, analysis and brand re-positioning, product branding,
- Website design
- Creation and design of images, graphics, video, photography, and content to support websites, blogs and social media posts
- Social media management and strategy including Instagram, Facebook, Pinterest, and Spotify
- Weekly blog posts writing
- Newsletters design and execution

Harster
Greenhouses
Toronto
2018

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WORK EXPERIENCE

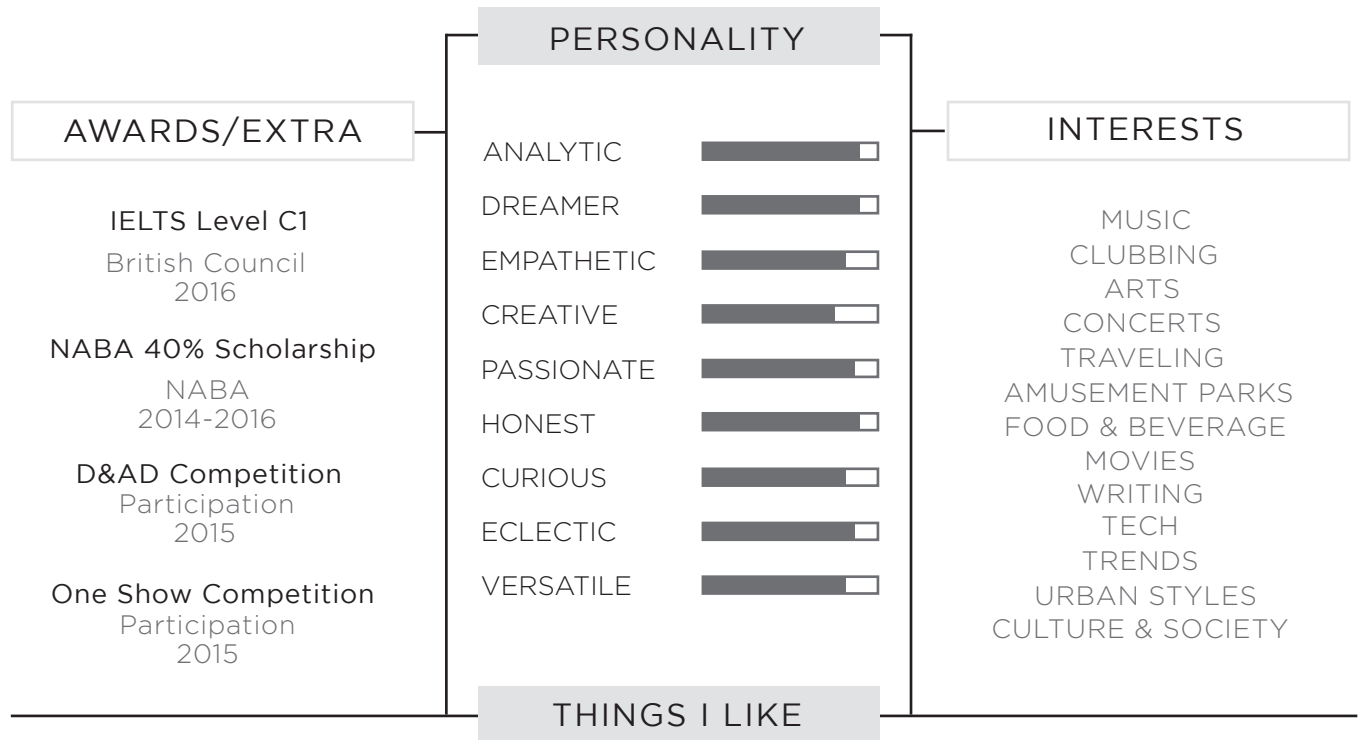
Communication & Event Designer

Created brand communication strategies for branded events through presentations, graphics, content, copywriting, event management and marketing strategies. Designed several brand experiences as performances, conferences, exhibitions and music shows.

- Advertising, communication ideas, and visual identities
- Digital and social media content, copywriting and marketing proposals
- Concept and content creation
- Presentation writing and design
- Logo assets, graphics, adv creative templates, backdrops, onsite signage and gadgets
- Artistic consultancy and advising, searching and scouting event guests as musicians, creatives, writers, speakers, performers, YouTubers, and influencers
- Handled contracts, bookings, transport, accommodation for event guests

Beyond The Line
Communication
Agency

Milan
2017



Traveling



Critical
Thinking



Scheduling



Music



Movies
& Books

SOCIAL

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