

# andrealuminati

communications strategist | creative director | consultant

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## in a nutshell

*I'm a hands-on Marketing professional with clear start-to-finish vision and unwavering focus on getting results.*

## professional profile

International Marketing Communications expert with 30+ years of experience across the US, Italy and Europe.

I have worked as a Creative Director, Copywriter, Consultant, and Lecturer, developing projects for B2B and B2C companies, public entities, and trade associations, with a particular focus on brand positioning, identity building, and creating multichannel narrative strategies.

I combine a strong strategic mindset with creative leadership and hands-on execution to help brands grow their personality, visibility, engagement, and overall business impact.

## core skills

- **Integrated Communication Strategy**

Brand positioning, brand identity, tone of voice, media mix

- **International Marketing**

Multilingual and multichannel campaigns in the USA, EU, and LATAM markets

- **Copywriting & Content Creation**

Advertising texts, digital campaigns, video scripts, branded content

- **Creative Direction**

Creation, supervision and development of campaigns, rebranding, digital assets

- **Teaching and Professional Training**

Courses on marketing, communication, social media, and content strategy

- **Team leadership | Public speaking | Workshop facilitation**

## key achievements

- Total rebranding and strategic repositioning of LOOK Cookware (Iceland) and Peter Pan/SERVIPAN (Italy) delivering everything from brand ID to personnel uniforms and from video content to online/social media presence.
- Managed and developed multi-market campaigns in 10+ countries for Benelli Armi S.p.A. as an external consultant, overseeing product launches and brand architecture.
- Designed and directed institutional communication strategies for UNESCO/EU-funded projects to promote cultural tourism (City of Urbino).
- Worked in Los Angeles as a Creative Director, leading multi-disciplinary teams and campaigns in entertainment, tech, publishing, finance, and travel.
- Delivered 30+ workshops and lectures on marketing, digital strategy, and social media in Italy, Germany, France, UK, and the US.

## professional experience

### Marketing & Communications Consultant

Various (*Italy, EU, USA – 2004 to present*)

Consultant for companies in services, tourism, healthcare, industry, and consumer goods sectors. Key projects include:

- Servipan Italia (2024–2025): Rebranding + Communication and Recruitment Strategy
- Leonardo Hospital Group (2023): Positioning and national launch strategy
- LOOK Cookware (Iceland, 2020–present): Rebranding and export relaunch
- RossoLaser (2020–2023): Visual identity + Digital advertising campaigns
- Benelli Armi S.p.A. (2008–2017): International campaigns (USA, EU, Africa), product launches, branding
- European trade associations (AFEMS, WFSA): Institutional communication and lobbying
- Aeris Cleantec AG (Switzerland), Bond Street Capital (USA), Municipality of Urbino / UNESCO

### Creative Director

Beehive Creative Group – CCRA & Reservation Center (*Los Angeles, 1999–2004*)

Managed creative teams, copywriting, multichannel advertising campaigns, trade marketing, and events.

### Senior Copywriter / Art Director

Los Angeles Times – Packard Bell – ArtStuff Inc. (*Los Angeles, 1992–1999*)

Copywriting and concept/design for multichannel advertising campaigns, product packaging, trade marketing, and events. Creative work awarded for effectiveness and innovation (Addy Award, LA Times Award).

## education

UCLA Extension (Los Angeles) – Professional Designation in Advertising (1992)

Pepperdine University (Los Angeles) – BA in Communications + Psychology (1988)

Graded School (São Paulo, Brazil) – High School Diploma (1983)

## languages

- Italian and English (native)
- Spanish (C2)
- Portuguese (C2)

## teaching & workshops

- ISTAO - Adriano Olivetti Institute (2020–2022): Strategic Marketing Positioning
- Formaconf / Marche Region (2017–2021): Social Media Marketing, Tourism Communication
- WFSA (World Forum Shooting Activities): international workshops in Italy, Germany, UK, and USA
- University of Urbino: Advertising Communication, Web Marketing