

andrealuminati

communications strategist | creative director | consultant

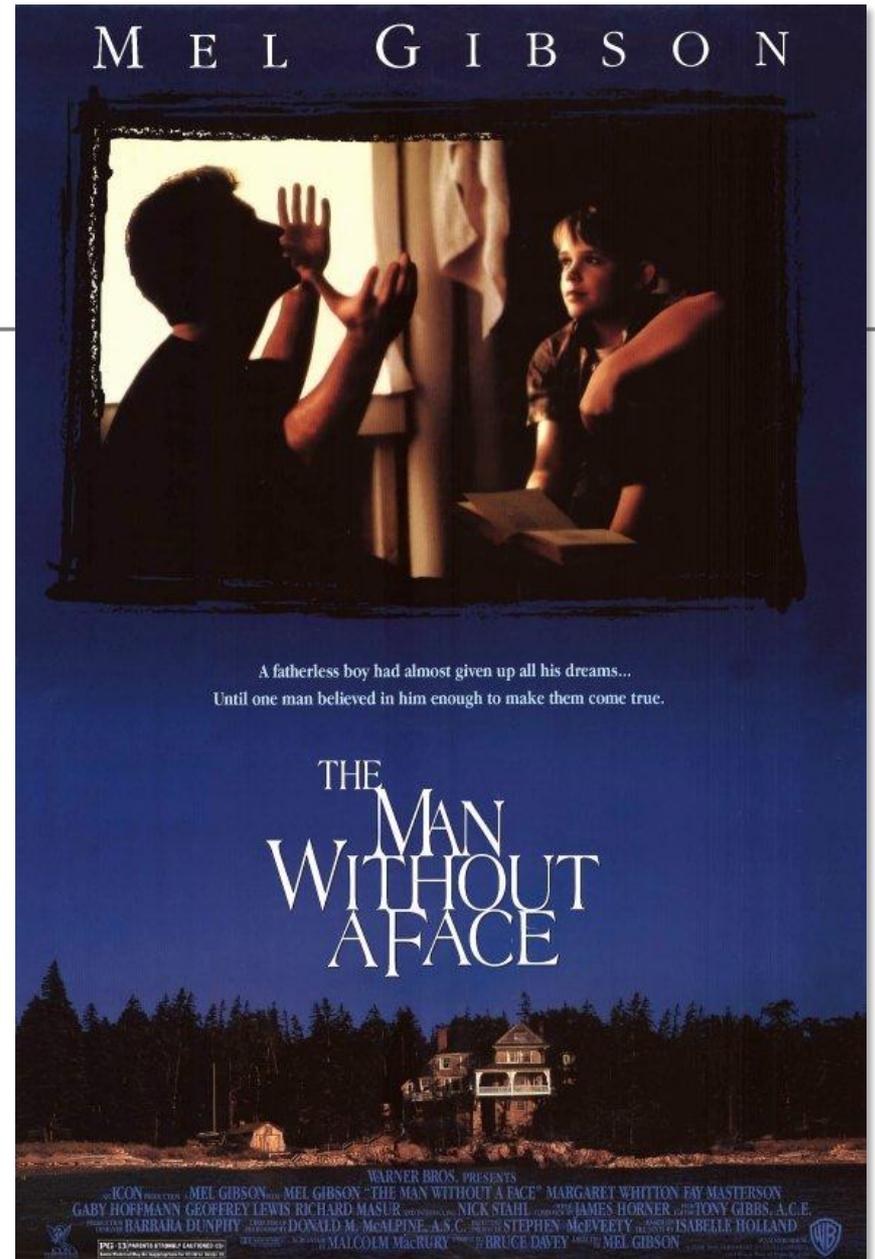
portfolio | story

Los Angeles | 1991





1991 | First professional project as an intern for the **Mednick Group** (Advertising Agency)





Packard Bell™

1993 / 1996

Title: **Senior Copywriter**

- Responsible for all copy on ads, packaging, brochures, POP's and press releases.
- Wrote scripts, and coordinated/directed promotional video shoots.
- Wrote, arranged, and recorded soundtracks for promotional materials.

Conceived, wrote and co-designed award-winning packaging and advertising campaigns.

ADDY[®]
THE AMERICAN ADVERTISING AWARDS

1996 “Best of Show” Addy Award for
packaging, collateral and advertising



Los Angeles Times

1997 / 1999

Title: **Senior Copywriter**

- Conceived, wrote and designed ads, brochures, direct mail pieces and various promotional materials including radio spots and trade-show booths.
- Supported/directed secondary creative departments.

Los Angeles Times

Created the most successful direct mail piece in the history of the L.A. Times Valley/Ventura County editions.



A collage of images representing local news and community. It includes a lighthouse at sunset, a computer monitor on a desk, a golf course, and a newspaper titled "Ventura COUNTY Our Times". The newspaper cover features the text "The 100% all-local newspaper for your community" and "Our Times". The Times Ventura County logo is visible in the bottom right corner of the collage.

The Times Ventura County Edition is packed full of local news and information.

Think of the Los Angeles Times Ventura County Edition as much more than a newspaper. It's everything you need to enjoy your new community while staying in touch with the world - all in one package.

Get award-winning regional, national and international news and analysis. Keep updated on health issues with Monday's Health section. Plan your leisure time with Thursday's Calendar Weekend section. Stay on top of business coverage and market trends with the Business section. Follow the action with the Sports section. The Sunday edition offers Los Angeles Times Magazine, Travel, Parade, Magazine and a TV Times customized for your cable system.

Plus, you'll get Our Times, the 100% all-local newspaper on weekdays. Colorful, informative and written by local reporters, Our Times covers your community and takes a look at the everyday things that make up your life. Best of all, Our Times is 100% free with your seven-day subscription to The Times!

So why wait? Take advantage of this special discount rate and get The Times and Our Times delivered to your home, for only \$2.50* a week for the first 52 weeks. That's an annual savings of more than \$85.00 compared to our regular subscriber price! Call 1-800-252-9143 today or detach and mail the coupon below.

Get the paper that brings your community home, get The Times Ventura County Edition!

* Excludes applicable taxes and fees.

Los Angeles Times

Print Campaign

Jose Cardenas, on the beat.



Meet Jose Cardenas, reporter for The Los Angeles Times Valley Edition. Jose's beat is the Valley floor, from Chatsworth to Van Nuys, Granada Hills to Canoga Park.

He likes to write about interesting people, events and historical aspects of the area. So if you happen to live in the neighborhood, or know of some intriguing local characters, feel free to get in touch with him with any suggestions or comments.

Give us your input for the paper you want to read.



Get the story. Get the Times.



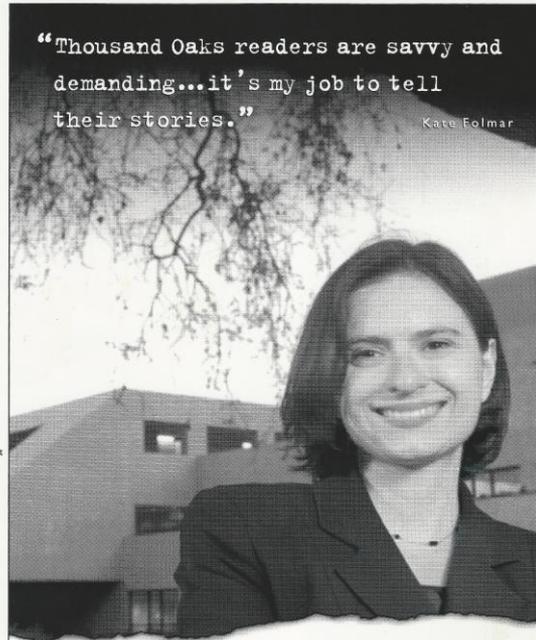
telephone: (818) 772-3158

e-mail: jose.cardenas@latimes.com



"Thousand Oaks readers are savvy and demanding...it's my job to tell their stories."

Kate Folmar



Kate Folmar writes about the bottom line. Like when she follows the development of a new law. She goes straight to the people and finds out how they'll be affected. The same goes for everyday stories and breaking news. So whether she's covering a council meeting, a new proposal or the latest human interest tale, you know she'll get right to the point. Read her stories in The Times Ventura County Edition.



Internet: kate.folmar@latimes.com

Get the story. Get the Times.

Julie Tamaki, on the beat.



Meet Julie, reporter for The Los Angeles Times Valley Edition. Julie's beat is the West Valley, including Warner Center and the surrounding communities.

She covers everything from human interest tales to shopping centers to land development in this fast-growing region. So whether you work, live or just shop in the neighborhood, feel free to get in touch with Julie with any suggestions or comments.

Give us your input for the paper you want to read.



Get the story. Get the Times.



telephone: (818) 772-3200

e-mail: julie.tamaki@latimes.com





There is a columnist who likes to mix it up. The mind, the heart, the funny bone—these are his usual targets. Unless, of course, he's going for the jugular.

Scott Harris

Sunday, Tuesday and Thursday



Making an impact.



Get the story. Get the Times.

SHOP-4

Los Angeles Times

Print Ad



After the Burn

Real life. Often more haunting than fiction.
A steam pipe bursts.
A family's life changes forever.

Presenting the four-part serial of a man's
struggle for life.

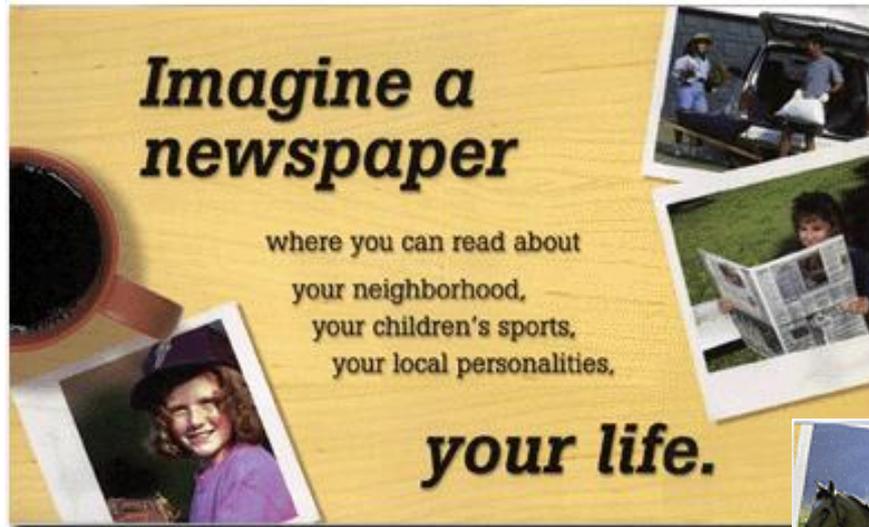
Begins Sunday, December 28th, in Column One.
Monday-Wednesday (Dec. 29-31),
the serial will appear in the Ventura County section.

Times
VENTURA COUNTY

Get the story. Get the Times:

Los Angeles Times

“Los Angeles Times’ Award” for promotional efforts supporting launch of “Our Times”.



Imagine a newspaper

where you can read about
your neighborhood,
your children's sports,
your local personalities,

your life.



Now, imagine getting it delivered to your home for **FREE on weekdays with your Times!**

Dear subscriber,

We hope you enjoy this five-day sample of Our Times, the 100% all-local newspaper covering Agoura, Agoura Hills, Thousand Oaks, Newbury Park, Oak Park and Westlake Village.

Colorful, informative and written by local journalists, Our Times takes a look at the everyday things that make up your life. You'll find everything from extensive coverage of Little League games (with photos!), to tips on where to find local bargains, to very local events and much more.

And now you can get your copy of Our Times delivered to your home by simply upgrading your Sunday Los Angeles Times subscription to seven days.

That's right, Our Times is free with your seven-day subscription, which means that not only will you get all the regional, national and international news everyday... you'll also get your neighborhood news Monday through Friday, and at no additional cost!

The 100% all-local newspaper for your community

Our Times

Covering:
Thousand Oaks,
Westlake Village,
Agoura Hills, Oak Park,
Agoura, Newbury Park

and Oaks' citizen of the century



1999 / 2002

Title: **Creative Director / Account Manager**

- Managed all creative resources (designers, photographers, programmers, etc).
- Conceived, wrote, designed and produced ads, brochures, catalogs, direct mail pieces, packaging web sites, trade show booths, PR releases and soundtracks/voice-overs for Internet-based videos.
- Developed successful marketing/advertising programs for various clients -- everything from increasing web site traffic to generating sign-ups for affiliates programs; and from launching products/service to corporate image makeovers.

Interfaced directly with clients and conducted presentations.

technicolor



Fender

 **NVIDIA**

 **BOND STREET**
CAPITAL COMPANIES


EMBLAZESystems

PROFESSIONAL
SEBASTIAN

Ad agency serves smaller businesses



AGOURA HILLS: 'Good promotion should be available to everyone.'

Editor's note: The following is an interview with Andrea Luminati, principal of Beehive Creative Group, a marketing/advertising cooperative in Agoura Hills.

Question: Why did you decide to start your own business? What motivated you — for example, the need to make money, the need to be your own boss?

Answer: Ideals and a need for independence. I believe good promotion should be available to everyone and not just to those with million-dollar budgets.

Question: What was your educational and career background before you started your business? Did you work for another company or operate other businesses before?

Answer: Advertising/Communications degree from Pepperdine University and 15 years spent creating, writing and designing promotional materials for high-profile clients — both advertising agencies and in-house marketing departments.

Question: What do you consider unique about your business?

Answer: The Beehive Creative Group provides advertising agency performance at free-lance prices. Whether a client needs an ad, a brochure, a Web site, packaging or anything in between, we can deliver it at a fraction of the cost that an agency would charge.

Question: What are your plans for expansion, new products or hiring new employees?

Answer: Because we believe in affordable and personalized service to the client, The Beehive Creative Group does not plan to grow to a point where this relationship could be jeopardized. Excessive growth would translate into higher costs to the client, thus destroying the integrity of the concept.

Question: What were the biggest hurdles you overcame?

Answer: Every time a new concept or alternative is introduced, the challenge is to clearly communicate its advantages and viability to prospective clients. Fortunately, the Beehive concept has been positively received by all those exposed to it so far.

Question: Who is your target client/customer base?

Answer: Clients who normally would not, but cannot afford, a full-service advertising/marketing agency. We'd like to serve small- to medium-size businesses who wish to enter the marketplace with a



Staff photos by Chuck Kirman

AS BUSY AS ... Andrea Luminati of Beehive Creative Group in Agoura Hills provides marketing and advertising services for small- and medium-size businesses. At top, he shows off a promotional yarn bee.

Company Profile

What: Beehive Creative Group

Type of product or service: Marketing/advertising services cooperative for small- to medium-size businesses

Where: 5859 Kanan Road, Suite 105, Agoura Hills

Date established in Agoura Hills: March 1999

Telephone: 531-5107

Principal: Andrea Luminati

Employees: None

Estimated annual gross earnings: \$50,000

competitive arsenal of advertising/marketing materials.

Question: What is your strategy to increase market share?

Answer: Promotion and clear communication. We believe that once presented with the benefits, most business owners will find the Beehive Creative Group

to be the obvious alternative to their promotional needs.

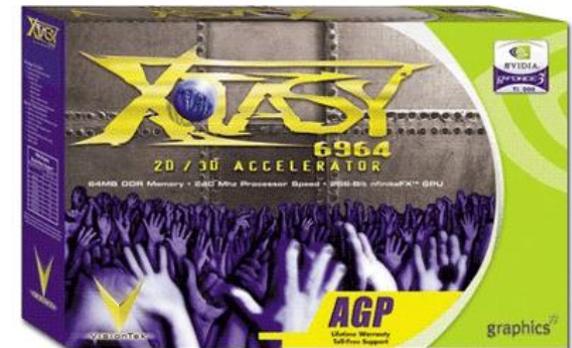
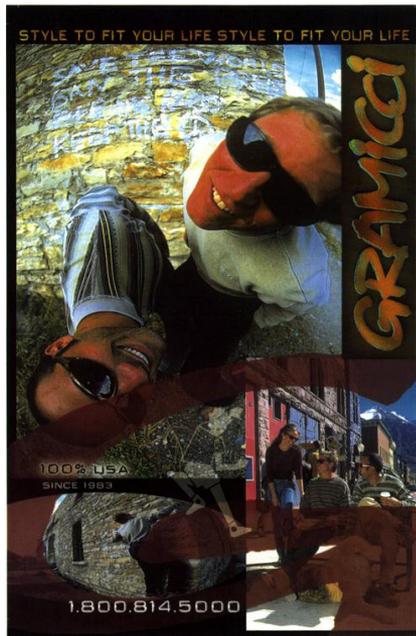
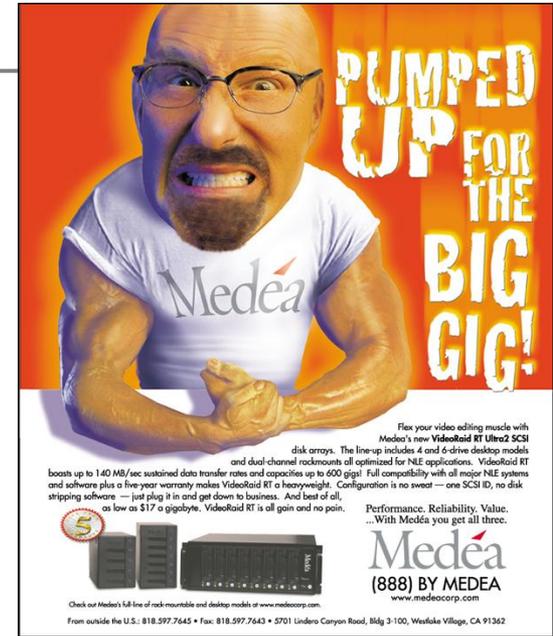
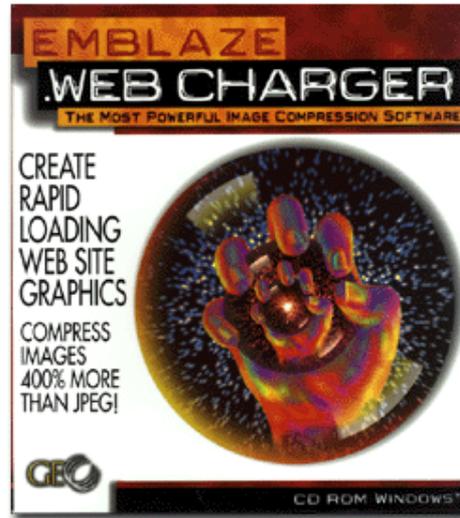
Question: What kind of competition does your business face locally, nationally or internationally?

Answer: Our direct competitors are advertising agencies and free-lance contractors. However, because of the unique positioning of the Beehive Creative Group, we believe we can peacefully coexist by securing those businesses whose needs transcend what either competitor can provide.

Compiled by Marie Buckner

—The Ventura County Star occasionally profiles a nonfranchise county business that has been in operation for less than one year and is not a franchise. Companies are required to submit financial information on estimated gross or net sales and gross or net profits and start-up capital. Send your suggestions for future stories to Marie Buckner, 2245 Ventura Blvd., Camarillo, CA 93010 or fax suggestions to 482-8631. For a copy of the Who's New in Business question and answer form, please call 383-2327.

Various Projects: Print, web, packaging, etc.



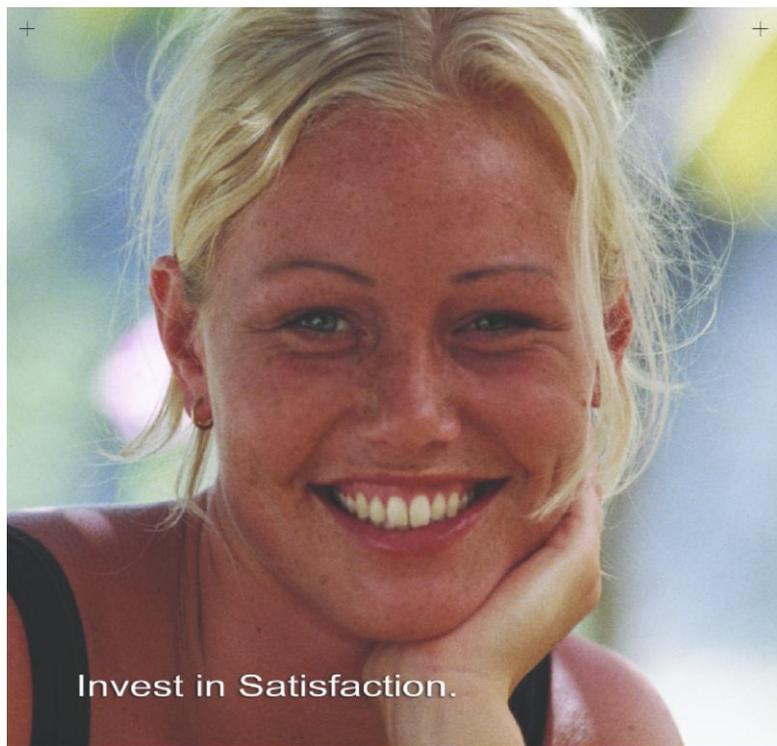


2002 / 2004

Title: **Creative Director / Account Manager**

- Responsible for all aspects of all advertising, marketing and public relations efforts.
- Conceived, designed, art directed and wrote all advertising/marketing materials including newsletters, brochures, catalogs, ads and online promotions (e-mail blasts, web sites and presentations).
- Managed and directed team of freelance designers and in-house programmers.

Print Ads



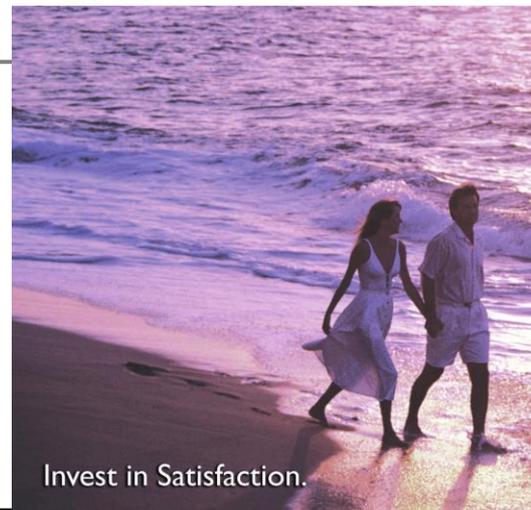
Invest in Satisfaction.

A satisfied customer is an investment in repeat business... that's why **CCRA** is your best choice when booking Hotel rooms for your clientele.

Offering an amazing selection of locations at stunningly low prices, **CCRA** has already negotiated an exclusive great rate for the hotel your client wants - just come and get it!

Better yet, using **CCRA** is easy, quick and absolutely free, so nothing's stopping you from making your next traveler... *smile.*

International Preferred Rate Hotel programs
800-533-8883 ■ 818-575-4350
Fax: 818-889-4547 ■ www.ccraonline.com

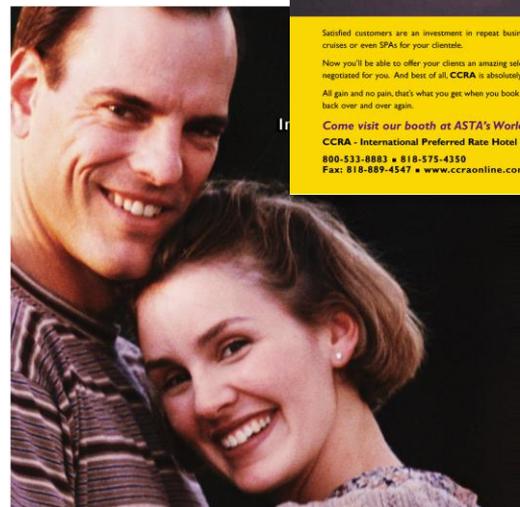
Invest in Satisfaction.

Satisfied customers are an investment in repeat business, that's why **CCRA** is your best choice when booking hotels, resorts, cruises or even SPAs for your clientele.

Now you'll be able to offer your clients an amazing selection of locations - all at the stunningly low rates that **CCRA** has already negotiated for you. And best of all, **CCRA** is absolutely free to all ASTA members...and your commissions are guaranteed!

All gain and no pain, that's what you get when you book CCRA. So go ahead, invest in your client's satisfaction and watch them come back over and over again.

Come visit our booth at ASTA's World Congress
CCRA - International Preferred Rate Hotel programs
800-533-8883 ■ 818-575-4350
Fax: 818-889-4547 ■ www.ccraonline.com

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Better yet, using **CCRA** is easy, quick and absolutely free, so nothing's stopping you from making your next traveler... *smile.*

International Preferred Rate Hotel programs
800-533-8883 ■ 818-575-4350
Fax: 818-889-4547 ■ www.ccraonline.com



Full House

May 2002

A NEWSLETTER FOR CCRA'S VALUED HOTEL PARTNERS

WHAT IS A CONSORTIA GOOD FOR ANYWAY?



(Hotel's best friend?)

SPOTLIGHT ON:

The Renaissance Hotel:

1755 N. Highland Avenue, Hollywood, CA 90028
323/856-1200 ■ 800/HOTELS1
www.RenaissanceHollywood.com

Ideally situated in the midst of the HOLLYWOOD & HIGHLANDTM retail/entertainment center, the new 637-room Renaissance Hollywood Hotel opened its doors to the public on December 26, 2001.

Brimming with the latest modern luxuries enveloped in classic Hollywood charm, this 22-story hotel building has an extraordinary mid-century modern design featuring all the amenities one could wish for... and more!

Location, Location, Location!

To those unfamiliar with the destination, the HOLLYWOOD & HIGHLANDTM project is one of the most ambitious real estate developments in the world (\$615 million, 1.3 million square-foot), and the catalyst for a renaissance that is currently taking place in Hollywood. Amongst pedestrian streetscapes and walkways with nightclubs, television broadcast studio, world-class retailers and upscale restaurants, this spectacular construction also holds the



state-of-the-art Kodak Theatre -- the world's first theater designed specifically for live broadcast productions, including the Academy Awards® presentations. Best of all, The Hollywood & Highland complex is conveniently located atop a Metro Red Line subway station, providing easy access to local points of interest and attractions including Universal Studios® and downtown Los Angeles.

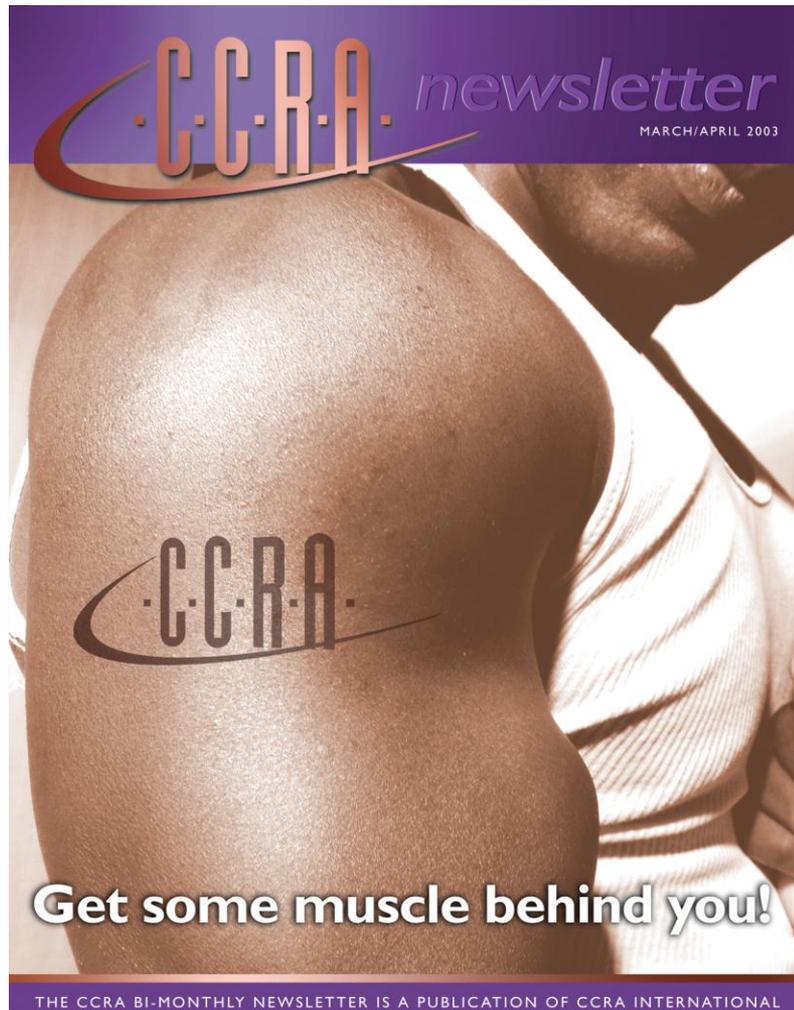
Hollywood. Life. Style.

The décor of the Renaissance Hollywood Hotel is classic Hollywood charm. The stunning 22-story hotel building has an extraordinary mid-century modern design and offers 637 rooms (including 33 suites). Hotel amenities comprise an outdoor swimming pool, fitness center, full-service restaurant called Twist helmed by renowned local chef **Thorsten Leighty** (formerly of Pinot Hollywood) and a lobby lounge. Also note-worthy is the 25,000 square-foot Grand Ballroom destined to become Los Angeles' premier event facility, starring the renowned culinary wizardry of **Wolfgang Puck**. Hollywood's most dazzling and prestigious events, celebrations and parties will enjoy an unsurpassed menu and level of elegance.

And for those looking for higher grounds, the luxuriant pool terrace, rising 70 feet in the air, will certainly "hit the spot" thanks to its stylish bar serving lunch and appetizers.



Partner Newsletter

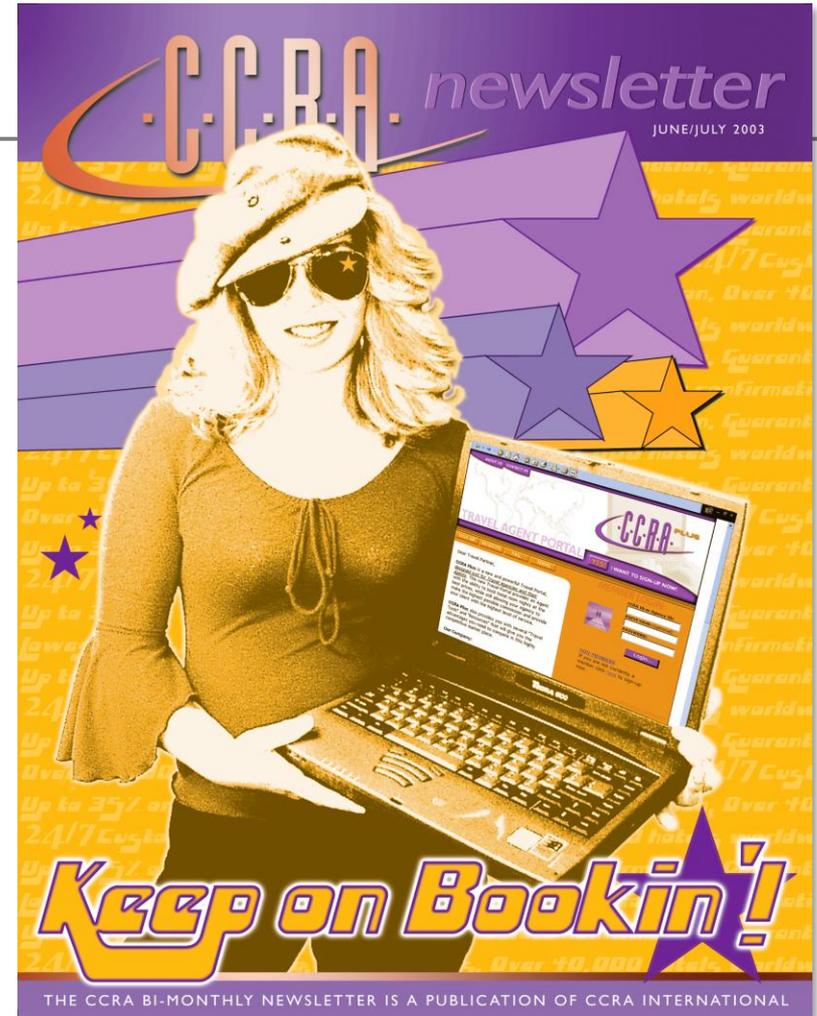


CCRA newsletter
MARCH/APRIL 2003

CCRA

Get some muscle behind you!

THE CCRA BI-MONTHLY NEWSLETTER IS A PUBLICATION OF CCRA INTERNATIONAL



CCRA newsletter
JUNE/JULY 2003

Keep on Bookin'!

THE CCRA BI-MONTHLY NEWSLETTER IS A PUBLICATION OF CCRA INTERNATIONAL

E-Mail Marketing. Company's new professional image and effective communication style were pivotal in positioning CCRA as a marketing company and securing new accounts/clientele for B2B advertising/marketing services.



CCRA
TRAVEL NEWS

800/533.8883
pattifree@ccraonline.com
www.ccraonline.com

by: Patti Free
Director
National Accounts



CCRA
Premier Hotel Program

Carlos Mancuso



CCRA
HOTEL HELLO

by: Benet Henderson,
Director of Hotel Programs
303-463-6636 ■ bhenderson@ccraonline.com

Urbino | 2004



Marketing Communications Consulting | Various clients



United Nations
Educational, Scientific and
Cultural Organization



World
Heritage
Convention



DAVIDE PEDERSOLI
Since 1957 *Made in Italy*



PETER PAN
PREMIUM ENTERTAINMENT STAFF

gama
movie animation

**STAR
KEY**



SERVIPAN
il personale te lo gestiamo noi



**CITTÀ
DI URBINO**

MUFLESYSTEM
SISTEMI DI DRENAGGIO DELL'ACQUA



2008 / 2017

Title: Marketing Communications Consultant

- Introduced a customer-centered marketing approach (previously product-centered) that allowed for segmentation and positioning of vast product line towards different target markets.
- Completely renovated company's marketing communications strategy, from their advertising campaigns (print, online and video) all the way to the actual Benelli logo which was redesigned in order to bring uniformity to the US and European operations.
- Responsible for the creation and development of all international marketing materials for Europe, Russia, South Africa, Turkey and South America.
- In 2010 introduced Benelli to Social Media and secured the company a strong presence in all the major platforms by 2012.

 **Benelli.**

Print Ad | UK



INSTANT CLASSIC

Some things are just born right. The minute you set your eyes upon them you know they've got staying power -- they're instant classics.

Introducing the new **Raffaello**.
The fine woods and elegant design honor tradition, but inside lie innovative technologies that reduce recoil (**Progressive Comfort**) and deliver performances previously unattainable.

Heritage embraces innovation in your new **Raffaello**, a beautiful traditional shotgun with modern technology where you want it.

An instant classic.

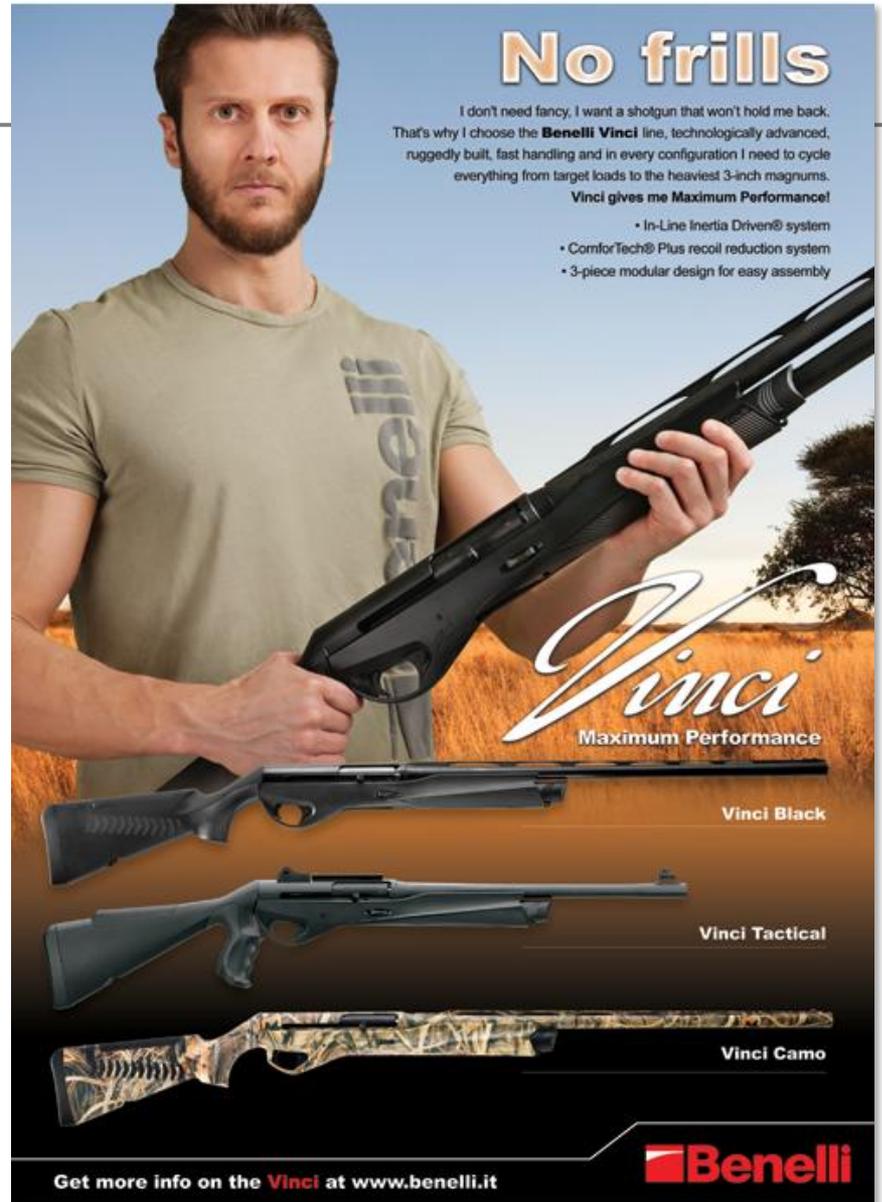
See more of the new **Raffaello** at: www.benelli.it

Raffaello

 **Benelli**

 **Benelli.**

Print Ad | South Africa



No frills

I don't need fancy. I want a shotgun that won't hold me back. That's why I choose the **Benelli Vinci** line, technologically advanced, ruggedly built, fast handling and in every configuration I need to cycle everything from target loads to the heaviest 3-inch magnums.

Vinci gives me Maximum Performance!

- In-Line Inertia Driven® system
- ComforTech® Plus recoil reduction system
- 3-piece modular design for easy assembly

Vinci
Maximum Performance

Vinci Black

Vinci Tactical

Vinci Camo

Get more info on the **Vinci** at www.benelli.it



Benelli.

Print Ad | Russia

Vinci
СВОБОДНЫЙ ВАШ ДУХ

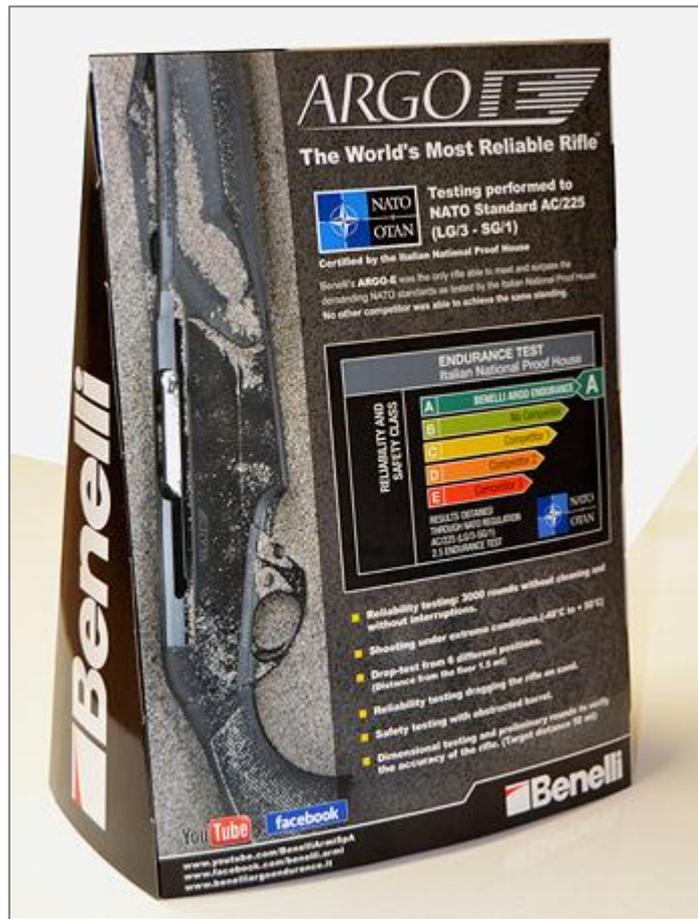
Vinci Max5
Vinci 760
Vinci Slug Colombo

BEWARE OF THE PACK

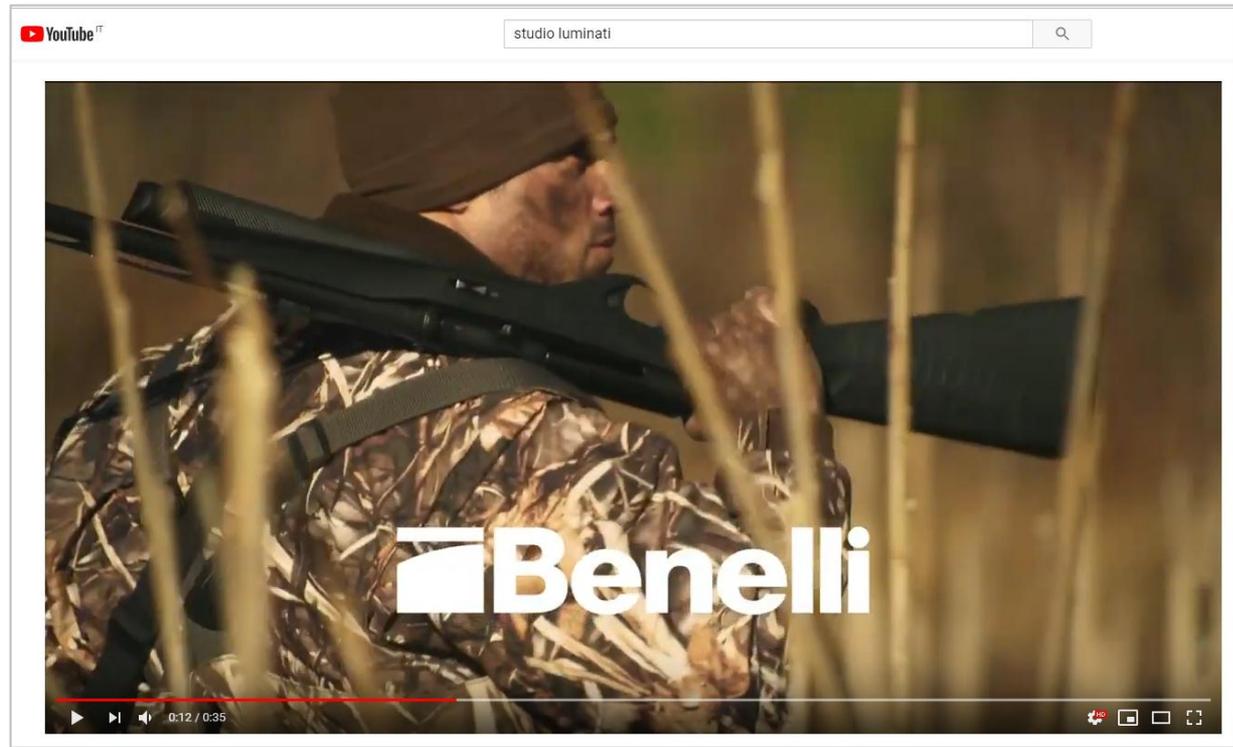
Per soddisfare al meglio ogni esigenza di caccia la gamma Vinci/SuperVinci è disponibile in 25 differenti modelli.
www.russianeagle.ru | benelli.it

RUSSIANEAGLE **Benelli**

Point of Purchase Displays

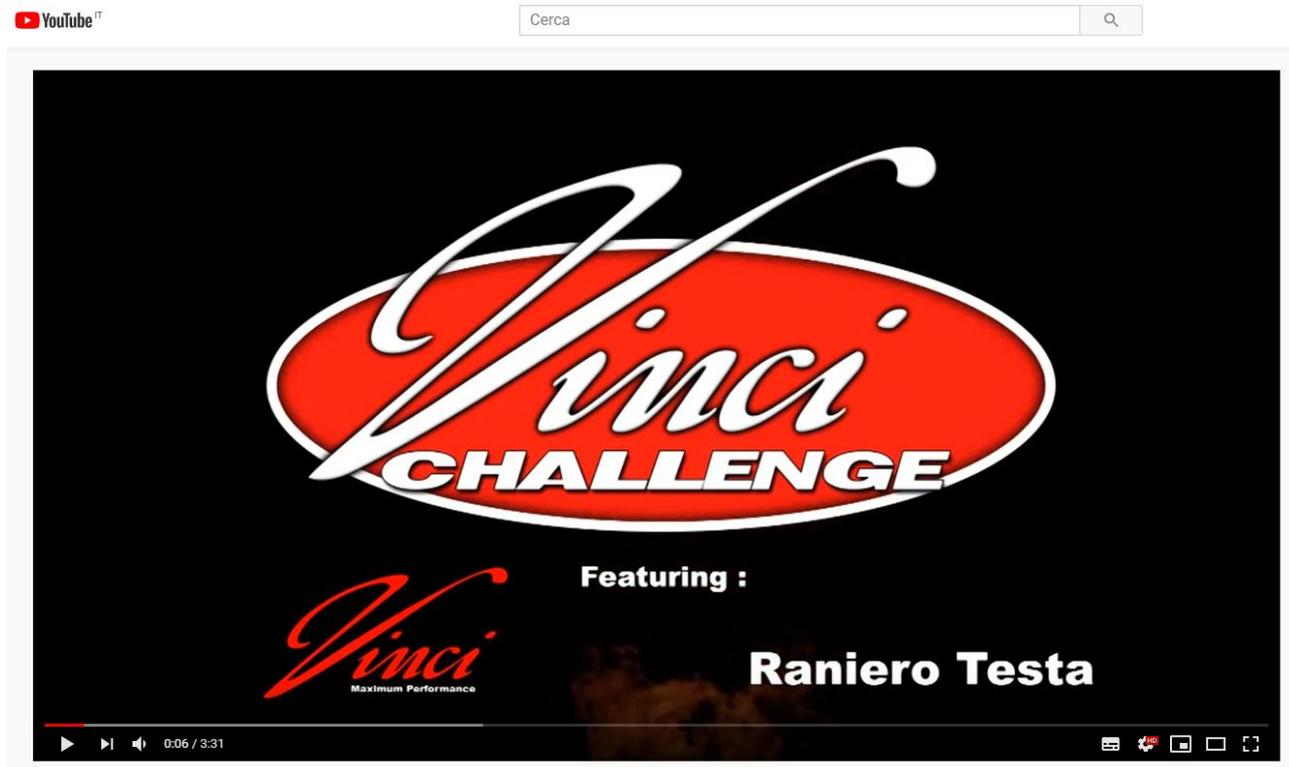






<https://youtu.be/ICi1QteaoF8>

YouTube Campaign | Italy



<https://youtu.be/-FHuT9W71Zg>

Strategic Consulting | Firearms Industry

Benelli's Marketing transformation was noticed by the entire firearms industry who began requesting my services for strategic consulting and workshops worldwide



Associazione Nazionale
Produttori Armi e Munizioni



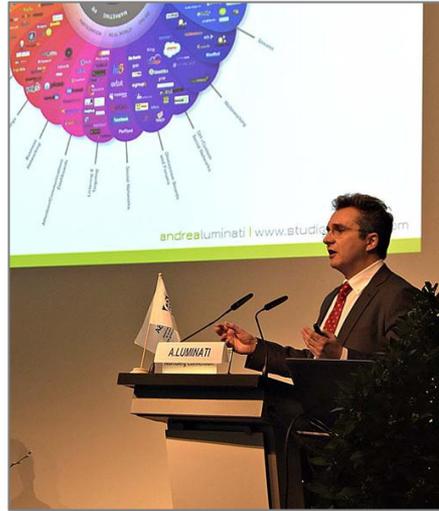
**The British Shooting
Sports Council**



Strategic Consulting | Industry Workshops/Lectures



COMMUNICATIONS (GERMANY)



SOCIAL MEDIA (GERMANY)



ADVERTISING (GERMANY)



EMERGENCY RESPONSE (FRANCE)



SOCIAL MEDIA (ITALY)



SOCIAL MEDIA (USA)

ARMI E TIRO



Share



Print

a- a+

World Forum on Shooting Activities (WFSA) as many good reasons to focus the attention on current political and market challenges constantly threatening all sport shooting and hunting activities.



In 2016 WFSA celebrated its first 20 years of activity

But what attracted our interest has been the core part of this year event. This year in fact WFSA has considered very important – as it is at all effects – to bring all attendees to reason very seriously on the strategic importance of Social Media and their understanding and active use to manage the interest of the sport shooting and hunting World.



A moment of the discussion on the importance of getting control over Social Media to serve the interests of the gun Industry

The importance of Social Media - with all what they move at daily level for billions of people all over the World - is more or less clear to many of us.

But unfortunately, the same cannot be said for the Gun Industry in general, where since few years companies has started using them for "product promotion" purposes, but not really that much to support active communication in defense of the sport guns market itself.

This is both a technical and cultural deficiency that should be recovered and filled up in the shortest possible time, in order to face and contrast the continuous attacks coming from anti-gun groups and legislations, that in various countries, often exactly using Social Media, with the ever-green excuse of "fighting terrorism and grant security" have been able to obtain consensus and bring to success several actions against law-abiding sport shooters and hunters.

The main focus of the various speeches held by experts like **Andrea Luminati** (Italy) and **Daniel Morgan** (USA) arrived to one same common conclusion: a strong need to have all companies in the Industry reviewing the way in which they communicate what and to





Lobbying materials for the
United Nations (U.N.) and the
European Parliament

Shooting Sports

A fun and safe activity that provides life-skill benefits



Learning how to shoot requires discipline, self-control, hand-eye coordination and concentration. Additionally, the required safety training instills respect, responsibility, teamwork and sportsmanship.

What are Shooting Sports?

A shooting sport is a competitive activity involving tests of proficiency using firearms, air guns or bows. The challenge of the shooting sports is the test for accuracy, and often speed, when firing at specially designed targets, some moving and some static, over varying distances.

Compared to skiing, biking or skateboarding, shooting is relatively inexpensive but just as challenging and exciting, and it is one sport that is not limited to the physically trained athlete.

The shooting sports' return on investment is the enjoyment of a lifelong activity that brings a sense of accomplishment -- whether through self-competition with the target, or the challenge of competing against scores of others for awards, scholarships or Olympic gold.



WFSA

The World Forum
on Shooting Activities

SERVIPAN

il personale te lo gestiamo noi



2024

Title: **Marketing Communications Manager**

- Created and developed new positioning strategies for the **Peter Pan Entertainment** and **SERVIPAN** brands
- Conceived, designed and produced brand image and all supporting promotional materials – from online advertising campaigns and videos to Staff uniforms
- Responsible for all recruitment campaigns and Social Media management

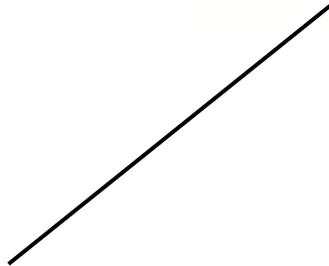
SERVIPAN

il personale te lo gestiamo noi

Developed new Positioning and logo/tagline

SERVIPAN

il personale te lo gestiamo noi



Defining Tagline + Benefit for first-to market service
(Translation: we manage your personnel)

SERVIPAN

il personale te lo gestiamo noi

Conceived and designed the «launch booth» for the TTG 2024 Travel Experience Trade Show (Rimini, Italy). Text-only graphics to convey first-to-market offer.





Developed new Positioning, logo, tagline and slogan.



Strong Iconography



Defining Tagline
+ Benefit

PETER PAN

PREMIUM ENTERTAINMENT STAFF

Get your Wings!

Related Communication Concept/Positioning Slogan
(empowerment/growth)

Get your Wings!





PETER PAN

PREMIUM ENTERTAINMENT STAFF



PETER PAN
PREMIUM ENTERTAINMENT STAFF

We got your back!

Get your Wings!

Entra nel team più dinamico dell'animazione turistica!

Get your Wings!

**Casting
2024**

Entra nel team più spettacolare dell'animazione turistica!

PETER PAN
PREMIUM ENTERTAINMENT STAFF



Wrote, directed and edited recruiting videos



<https://youtu.be/0XZzj0kis98>

Wrote, directed and edited promotional videos



https://youtu.be/zr4ibr_ZGaY

Teaching / Training

I also enjoy teaching as an adjunct Marketing Communications Professor at several Italian higher learning institutions.



CONFCOMMERCIO
IMPRESE PER L'ITALIA



isiaurbino



1506
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO

andrealuminati
www.andrealuminati.com