



Asia Cicirello

Social Media Manager | Graphic Designer

📍 Pieve A Nievole, Province of Pistoia, Italy

[Portfolio link](#)

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Links

 [LinkedIn](#)

Languages

German (Basic)

Italian (Native)

English (Fluent)

About

With a passion for creative expression and a background in Brand Communication and Graphic Design, I am excited about the opportunity to contribute my expertise to your esteemed brand.

Throughout my career, I have honed my skills in brand communication and graphic design allowing me to work at Salvatore Ferragamo on a project about rebranding visual digital communication.

My objective was to refresh the image guidelines of the e-commerce and enhance the values of the brand. I developed a new creative concept and ideas that were accepted by the creative director Maximilian Davis and they're still using them today.

I recreated all the pages of the e-commerce making them more user-friendly and more engaging for the client.

Furthermore, my tasks were creating graphics for all special projects, internal content creation, and post-production of the photos.

I managed the organization and process of shoots, which prepared me to have strong communication skills, proficiency in managing different departments, and a strong sense of organization and timing.

In my first stage at Liblab Library, I also worked as a Graphic Designer and Social Media Manager. I created a communication language for the posts to be recognizable which they still use today. I developed a content strategy to improve engagement. I managed content calendars based on their needs across various platforms. I analyzed KPIs and I saw how my strategies increase visibility and engage more interaction.

I worked also as an Editor so I have skills in copywriting and SEO optimization.

I am willing to learn and explore anything new that comes to me.

Here are some of my projects:

<https://www.behance.net/asiacicirello>

I am looking forward to the possibility of discussing how my background, skills, and enthusiasm align with your needs. I'm available as soon as possible.

Thank you for considering my application.

BRANDS WORKED WITH

Liblab Library

Salvatore Ferragamo

The Green Side of Pink

Experience

● E-commerce Stylist and Graphic Designer

Salvatore Ferragamo | Oct 2022 - Oct 2023

E-commerce photos, shooting planning and management. model stylist, product still life stylist.

● Editor

The Green Side of Pink | Nov 2021 - Apr 2022

Writing. publication of articles through Wordpress. SEO correction, interviews.

● Social Media Manager and Graphic Designer

Liblab Library | Feb 2021 - Jun 2021

creation of graphics, events organization, display shop windows,

Education & Training

2022 - 2023 ● **Milan Milan Fashion Institute (Politecnico of**
Master Degree Brand and Communication Management,

2018 - 2021 ● **University of Florence**
Bachelor in Industrial Design,