












PERSONAL  
INFORMATION

## Alessandro Vana

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Sex Male | Date of birth 29/12/1977 | Nationality Italian

PORTFOLIO <http://www.alessandrovana.com/alessandro-vana-portfolio/alessandro-vana-portfolio.pdf>

POSITION Digital Art Director, SEO, Digital Video Editing, Digital Marketing, Social Media Manager, Digital Project Manager, IT Manager, Producer, Director, Tourism, Transport.

## WORK EXPERIENCE

2012 - 2022 **Digital Art Director, SEO, Web Content Management, Computer Technician, Digital Marketing, Social Media Manager, Digital Project Manager, IT Consultant, Product Manager, Business Leader, Account Executive**

Freelance

Digital Art Director, SEO, Web Content Management, Computer Technician, Digital Marketing, Social Media Manager, Digital Project Manager, IT Consultant, Product Manager, Business Leader and Account Executive.

Business or sector IT/Communication

2008 - 2020 **Digital Art Director, Digital Video Editing, Social Media Manager, SEO, Web Content Management, IT Consultant, Producer, Director**

Freelance – Andrea Montepaone - Rome/Italy

Site development - [www.andreamontepaone.com](http://www.andreamontepaone.com) (Version 2020).

Business or sector IT/Communication

2000 - 2018 **Computer Technician**

Freelance - Automazione Ufficio di Carlo Morganti - Rome/Italy

Computer Technician for COTRAL, Met.ro and Pratica di Mare Airport. PC Windows and Apple, LAN, W-LAN, Windows Server, macOS Server, Smartphone iOS, Android and Windows Phone.

Business or sector IT/Communication

- 2013 - 2014 **Producer, Digital Art Director, Digital Video Editing, Director, Copywriter, SEO, Social Media Manager**  
Le Visioni Inquietanti di Allison - Book Trailer  
Le Visioni Inquietanti di Allison - Book Trailer was released to the cinema, The Space Cinema Parco de' Medici in Rome and on internet.  
[Business or sector](#) Marketing/ Advertising
- 2007 - 2011 **Check-In Agent**  
Flightcare S.p.A. - Rome/Italy  
Systems:  
  - Arco (Alitalia)
  - Cute British (British Airways)
  - Cute Ethiopian (Ethiopian Airlines)
  - Cute Lufthansa (Lufthansa Airlines)
  - Cute Swiss (Swiss Air)[Business or sector](#) Air Transport
- 2010 - 2011 **Producer, Digital Art Director, Digital Video Editing, Director, Copywriter, SEO, Social Media Manager**  
Concert "Note di Cinema" - Rome/Italy  
The Greatest and Epic Motion Picture Soundtracks. Sponsored by McDonald's.  
[Business or sector](#) Music/Show
- 2010 - 2011 **Graphic Teacher**  
A.N.A.P.I.A. Nazionale - Rome/Italy  
Adobe Photoshop and Adobe Illustrator.  
[Business or sector](#) IT/Communication
- 2009 - 2010 **Digital Art Director, Digital Video Editing, SEO, Motion Graphics, IT Consultant**  
ARGOLAIR LOGISTICS s.r.l. - Rome/Italy  
Site development.  
[Business or sector](#) IT/Communication
- 2005 - 2006 **Digital Art Director, Producer**  
Nautical Show "Veramente Mare" - Tarquinia (VT)/Italy  
Creation and making-of the nautical and boat-show "Veramente Mare". This event has been reported by important newspapers such as "Il Messaggero", "Il Tempo" and other nautical-related sports magazines like "Pesca in Mare" and "Pescare Mare".  
This show was aired on RAI 3 local newscast.  
[Business or sector](#) Events/Show
- 2004 - 2005 **Producer, First Assistant Director**  
TV-Advertising "Fior di Pizza" Francia - Rome/Italy  
Production and making of the "Fior di Pizza" tv-advertisement (a product of the "Francia" dairy products company). You can watch this TV-Ad on RAI and Mediaset Italian channels and in the best cinema.  
[Business or sector](#) TV/Advertising

- 2004 - 2005 **Web Design, Webmaster**  
Etabeta S.p.A. - Rome/Italy  
Site development.  
[Business or sector](#) IT/Communication
- 2003 - 2004 **Graphic Designer**  
Roma Sera News s.r.l. - Rome/Italy  
I worked as Graphic and advertising designer for a local Italian daily newspaper based in Rome "Roma Sera News".  
[Business or sector](#) IT/Communication
- 2003 - 2004 **Video Technician**  
ETABETA S.p.A. - Rome/Italy  
Video Technician for "Music Farm" (TV program broadcasted on RAI 2 Italian channel).  
My duty was to provide video and multimedia management by capturing SONY DV-Cam videos with "ETERE" software installed inside the "Sea Change" video server.  
[Business or sector](#) Cinema/TV
- 2003 - 2004 **Digital Art Director, IT Supervisor**  
Freeair Helicopters S.p.A. - Tarquinia (VT)/Italy  
Graphic Designer, IT Supervisor.  
[Business or sector](#) IT/Communication
- 2003 - 2004 **Traffic Police Officer**  
Municipality of Tarquinia. - Tarquinia (VT)/Italy  
Traffic warden with fixed term contract and office duties in the Municipality of Tarquinia.  
[Business or sector](#) Police/Security
- 2002 - 2003 **Digital Art Director**  
Advertising Campaign for a role-play game called "Etruscando" ("Playing with the Etruscans")  
Tarquinia (VT)/Italy  
I worked as a contributor for an advertising campaign where I was the graphic designer for a roleplay game called "Etruscando" ("Playing with the Etruscans").  
Publisher: David Ghaleb  
[Business or sector](#) Marketing/ Advertising
- 2001 - 2002 **Graphic Designer, Webmaster, IT Supervisor**  
ETABETA S.p.A. - Rome/Italy  
Graphic Supervisor of the Italian TV broadcast "Chi l'ha Visto" (TV program searching for missing people broadcasted on RAI 3 Italian channel).  
[Business or sector](#) Cinema/TV
- 2000 - 2001 **Graphic Designer, Webmaster, Digital Video Editor, 3D Animator, IT Supervisor**  
MONDO T.V. s.r.l. - Rome/Italy  
Graphic Designer, websites, videostreaming, digital video editing, 3D animation.  
[Business or sector](#) Cinema/TV

- 2000 - 2001 **Graphic Designer, Webmaster**  
CREO s.r.l. - Rome/Italy  
I've worked as Graphic Designer & websites.  
[Business or sector](#) IT/Communication
- 1998 - 2002 **Graphic Designer, Webmaster, Digital Video Editor, 3D Animator, IT Supervisor**  
VIDEOSCREEN s.r.l. - Rome/Italy  
I was the graphic designer in charge of supervising the software, building websites and creating multimedia cd-roms for some important Italian companies (Pfizer, Inail and Accademia di Medicina).  
[Business or sector](#) IT/Communication

## ISTRUZIONE E FORMAZIONE

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- 2017 - 2018 **Master in SEO Specialist - Web Marketing**  
Anja Accademy - Computer Courses with ADOBE Certification - Rome/Italy
- SEO
  - Web Marketing
- 2012 - 2013 **Master in Webmaster with ADOBE Certification**  
Anja Accademy - Computer Courses with ADOBE Certification - Rome/Italy
- PHP MySql AJAX
  - CMS
  - Social Media
  - Advanced SEO
- 2011 - 2012 **Master in SEO – Web Marketing**  
Anja Accademy - Computer Courses with ADOBE Certification - Rome/Italy
- SEO
  - Web Marketing
- 2005 - 2006 **Master in Maya Unlimited**  
Anja Accademy - Computer Courses with ADOBE Certification - Rome/Italy
- Modeling
  - Particles
  - Lights
  - Materials
  - Animation
  - Bones
  - Rendering
- 2001 - 2002 **Master in Javascript and Web 3D**  
Anja Accademy - Computer Courses with ADOBE Certification - Rome/Italy
- Javascript
- 2001 - 2002 **Master in Web 3D**  
Anja Accademy - Computer Courses with ADOBE Certification - Rome/Italy
- 3D Set-Design with video games technology on the web by the software Atmosphere.

- 2000 - 2001 **Master in 3D Animation**  
 Pantheon Institute - Rome/Italy

  - 3D Animation
  - Video Editor
  - Sound Technician
  - 3D Set-Design
  
- 1999 - 2000 **Master's Degree in Corporate Communication**  
 Cogno & Associates Studios Center - Rome/Italy

  - Marketing Strategy
  
- 1998 - 1999 **Master's Degree in Advertising Graphics**  
 Cogno & Associates Studios Center - Rome/Italy

  - Adobe Photoshop
  - Adobe Illustrator
  - Quark X-Press
  
- july/august 1994 **English Language Course**  
 july/august 1995  
 National School of Language - Toronto/Canada

  - Read
  - Write
  - Conversation
  
- 1992 - 1997 **Italy High School**  
 Seraphicum Institute - Rome/Italy

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1

**Communication skills** ▪ I have excellent communication skills acquired during my work experience in the IT areas with various projects, and in other areas such as film, TV, shows, concerts, tourism and transport.

**Organisational / managerial skills**

- Leadership (I have managed a team of 200 people for the Nautical Event "Veramente Mare" created by myself).
- Leadership (I have managed a team of 12 people for the TV Spot "Fior di Pizza Francia" for Francia Company).
- Leadership (I was supervisor in IT/Communication of several company like Etabeta S.p.A. - Mondo TV S.p.A. – Videoscreen s.r.l.).

**Job-related skills**

- Excellent knowledge in managing emergency situations.
- Excellent knowledge in negotiation.
- Excellent knowledge in selling.

**Computer skills**

- Excellent knowledge of Apple, Windows OS and Linux.
- Excellent knowledge of Adobe Creative Suite.
- Excellent knowledge of Microsoft Office.

- Excellent knowledge of Mobile OS (iOS, Android, Windows Phone, Symbian).
- Excellent knowledge of software for video editing, animation and optimization. (Final Cut – Motion - Compressor - Avid - Edius).

**Other skills**  
**Driving licence**

- I like sailing as I hold a license on the following classes: Optimist, Caravelle, Laser 2. - Rome/Italy  
A/B