



Contact

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Education

Master course in Digital Advertising Strategy
*ITO - Instituto de Tráfico Online (Remote, ES),
04/2020 - 09/2020*

MA in Creative Advertising
Falmouth University (UK), 09/2014 - 09/2015

**MA in Science of Public and Corporate
Communication and Advertising**
*University of Trieste (IT), 09/2011 - 12/2013
[Erasmus at Roskilde University, DK in 2012]*

BA in Communication and Advertising
University of Trieste (IT), 09/2008 - 10/2011

Training courses in UX / UI design
domestika.org + udemy.com, 2021

Technical & Soft Skills

- Graphic design, digital design
- Animation, video editing
- Photo retouching, digital illustration
- Proactivity, team work
- Attention to details
- Organisation, time management

Software Proficiency

- Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Figma
- Microsoft Word, PowerPoint, Excel

Languages

- English: fluent (written and spoken)
- Spanish: fluent (written and spoken)
- Italian: native

Certifications

- Adobe Photoshop (05/2015)
- IELTS Academic - British Council (04/2014)

Summary

Based in Barcelona. 6 years of experience in multichannel marketing campaigns, mainly digital. **Portfolio:** www.virginiamassone.com

Work Experience

Email Design Specialist | HP

Sant Cugat (ES), 05/2023 - present

- Design of email campaigns and triggered emails.
- Preparation of email assets (static and animated).
- Email reviews and feedback to the developers team.

Digital Designer | Empanadas Malvón

Remote (ES), 11/2021 - 01/2023

- Design of social media content (static and animated).
- Design of digital marketing campaigns and print promotional material.
- Digital mockups, ecommerce assets preparation.

Digital Designer | Impar Ads

Remote (ES), 07/2020 - 11/2021

- Design for digital advertising campaigns.
- Content planning, design and copywriting for social media.
- Brand identity design and web design.

UI Graphic Designer | Plato Group

Barcelona (ES), 04/2018 - 12/2019

- Design for digital and print marketing campaigns.
- UI digital mockups to improve e-commerce conversion rates.
- Brand visual identity refresh and logo design.

Graphic Designer | Wtransnet

Terrassa (ES), 10/2017 - 04/2018 [internship]

- Design for digital and print marketing campaigns.

Graphic Designer | Printsome

Barcelona (ES), 04/2017 - 09/2017 [internship]

- Design of animated banner ads and infographic blog content.
- Artwork preparation for apparel printing.

Junior Digital Designer | Steel

London (UK), 11/2015 - 09/2016

- Design of email marketing campaigns for the agency's clients.
- Hands-on training on HTML, CSS and responsive email design.