



ELISA CAPPELLETTI

ACCOUNT & PROJECT MANAGER

CONTACT

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PROFILE

Account and project Manager with over 10 years of experience in marketing and communication project management, gained working with agencies, companies and public administrations. My background combines an education in architecture with specialisation in digital communication, leading me to develop a creative yet concrete vision, oriented towards business objectives. I am currently Account Director of a digital communication agency and software house based in Tuscany, where I coordinate multidisciplinary teams and complex projects in the fields of marketing, branding, web development and corporate communication. I deal with strategy, client relations, new business development and operational supervision. I move naturally between creativity, organisation and strategic vision, with a result-oriented approach and a strong focus on human and professional relations with clients and collaborators

EDUCATION

MASTER'S DEGREE IN ARCHITECTURE
University of Florence
1999-2005

MASTER'S DEGREE IN MARKETING AND COMMUNICATION
IED Florence | 2011 -2012

SKILLS

Project and account management
Integrated communication strategy (online/offline)
Coordination of creative and digital teams
Project development for public authorities and private companies
Branding and positioning
Public relations and new business development
Leadership, problem solving and priority management

WORK EXPERIENCE

CONNECTA | Marzo 2023 - current position
Account Director & Project Manager

AROMI GROUP | 2019 - 2023
Senior account & Project manager

APERION | 2017
Account & project manager

ILARIA LEGATO COMUNICAZIONE | 2012 - 2018
Account & Project manager

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PROJECTS

FOOD - WINE - HOSPITALITY

CASTELLO DI GABBIANO - Digital communication

IL CAVALIERE - Branding and digital communication

MARCHESE ANTINORI, OSTERIA DI PASSIGNANO - Art direction, events, press office and digital communication

ENOTECA LA TORRE GROUP - Press office and digital communication

VILLA LEATIZIA - Press office and digital communication

ANANTARA HOTEL & RESORTS, INEO - Branding and art direction

ROSCIOLI - Visual identity

TENIMENTI D'ALESSANDRO - Events, press office and digital communication

GENERAZIONE SANGIOVESE - Art direction, branding, visual identity, digital communication

LA LEGENDA DEI FRATI - Digital communication

FRATELLI CUORE - Digital communication

GALATEO RICEVIMENTI - Start up new format Toscanino

BAGLIONI GRAND HOTEL - Events

TENUTA ASMARA - Branding and digital communication

PIPERO - Events, press office and digital communication

COMPANIES

LIVITH SPA - Branding and digital communication

ZHERO SRL - Branding and digital communication

CHAIROSCURO - Digital communication

STREET LEVELS GALLERY - Press office and digital communication

NOLEGGIO EXPERT - Branding and digital communication

STEFANELLI & PARTNER - Branding and digital communication

LICORD - Digital communication

FONDAZIONE CHIARUGI - Branding and digital communication

MISERICORDIA SERVIZI - Digital communication

HOW CCNSULTING - Branding and web site

ESTABLISHMENT

MUNICIPALITY OF PRATO - Regional marketing

REGION OF TUSCANY - Regional marketing

MUNICIPALITY OF PRATO - Regional marketing

MUNICIPALITY OF SCANDICCI - Regional marketing

MUNICIPALITY OF EMPOLI - Branding and digital communication

MUNICIPALITY OF SAN MINIATO - Branding and digital communication

MUNICIPALITY OF MONTESPERTOLI - Digital communication

S. GIGLIOLI, MAYOR OF SAN MINIATO - Branding and digital communication

A. MANTELLASSI, MAYOR OF EMPOLI - Digital communication

A. MUGNAINI, MAYOR OF MONTESPERTOLI - Branding communication

C. GUCCIONE, PRESIDENT OF THE FI MUNICIPAL COUNCIL - Graphic design

SENATOR DARIO PARRINI - Branding and digital communication