



DETAILS

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PROFILE

- I'm a creative digital advertising specialist with focus on team management, design, production, ad trafficking, and ad reporting. I have a background in graphic design with extensive knowledge of print techniques, materials and software. Detail driven throughout my work, I translate the client's needs into efficient and powerful design.

SKILLS

- **rich media design:** storyboards, design, production, timeline animation, actionscript 2, actionscript 3, tween packages (TweenLite/TweenMax)
- **rich media platforms knowledge:** Doubleclick, Sizmek, Adform
- **banner campaign management:** campaign traffic, management, schedule, technical support for client and creative agencies, custom creative mock ups, campaign reporting
- **graphic design:** brand awareness, typography, colour management, animation, format optimisation, raster/vector layers
- **software:** flash, dreamweaver, fireworks, photoshop, illustrator, indesign, quark Xpress.
- **project management:** set realistic project time-scale, details of resource requirements, identification of task slippage, early warning of problems, identify risk in projects, create an action plan to minimise the impact of these risks, progress reporting to ensure that people are kept informed
- **teamwork:** developed through co-operative project works in order to achieve high quality results.
- **languages:** italian: native, english: fluent, spanish: basic

CAREER

CREATIVE PRODUCER, TAG WORLDWIDE, LONDON, UK — APRIL 2015 - PRESENT

- manage team of designers and developer for EMEA campaigns production for Burberry global
- creative support for design and production for EMEA, APAC and US hubs.

CREATIVE ACCOUNT MANAGER, ADFORM, MILAN, IT — SEPTEMBER 2013 - APRIL 2015

- creative support for clients' campaigns with a focus on Rich Media and mobile solutions.
- increase Italy production with partners MSN and SKY Italy, and Adform Italy's revenue.
- handle publishers' request for custom templates and custom creativities for their own clients.
- follow clients through the whole campaign process, from the format's test tag, through the design and production of the format, to the delivery, traffic and report of the campaign.
- offer technical support to creative agencies to create perfect working banners in platform's environment.

DIGITAL ART DIRECTOR, YOUNG & RUBICAM, MILAN, IT — SEPTEMBER 2009 - SEPTEMBER 2013

- single handling design and production for Italian market for Ford Italy (online advertisement and special projects).
- create and manage production team and dealing with third-party vendors.

SENIOR WEB DESIGNER, VISIT LONDON, LONDON, UK — FEBRUARY 2008 - FEBRUARY 2009

- design & maintenance of the department website, special projects website and interactive games.
- co-ordination of online research projects, liaising with suppliers and clients.

FREELANCE WEB DESIGNER, LONDON, UK — JULY 2007 - SEPTEMBER 2009

- Royal Mail Group Ltd. (website creative assets, concepts scenario mock ups, online marketing)
- Visit London Ltd. (London Restaurant Festival blog, Only in London campaign itineraries)
- Mulry Fine Art (website design, development and maintenance)
- Hotel Simius Playa (corporate identity, website design consultancy)
- MRM Worldwide (Nestlé Corporate Website restyle)
- Skyron (Metro photographic contest website)
- DIGITAS (new Vauxhall Corsa launchwebsite)

ART DIRECTOR MEDIA, JAMESROSS ADVERTISING, POMPANO BEACH, FL, USA — MARCH 2004 - JULY 2007

- design and development of agency client's websites, digital team development with focus on enhancing the user experience and customer engagement by improving usability, accessibility, new product development.
- lead and manage ui design projects with internal and external resources.