

- **PERSONAL INFORMATIONS:**

Born in Milan, Italy, february 7th 1961

- **STUDIES:**

1983: Graphic Design and Communication Degree by IED (Istituto Europeo di Design) in Rome.
Vote: 110/110.

1980: Scientific High School c/o Liceo Scientifico Torelli in Fano (PS).
Good spoken and written English knowledge.

- **PROFESSIONAL EXPERIENCE:**

From **1984 to 2006** employed at **Saatchi & Saatchi** Rome, Italy.

PROFESSIONAL EXPERIENCE DETAILS:

Since **October 2006** Freelance **Graphic Designer and Art Director**.

From 1983 to 1997: I entered the Saatchi & Saatchi Creative Department as Art Director on print and TV traditional advertising and Corporate Design Projects (ATL + BTL).

1997: I have been charged as **Creative Supervisor** to literally set up the new Local Marketing Department, **Saatchi & Saatchi System Team**, selecting and tutoring a new Creative Team of about 10 people achieving great experience on BTL communication.

By 2000 I got charged by Saatchi & Saatchi to develop a new Interactive Section named **Saatchi & Saatchi Vision**, and held the role of **Interactive Creative Director**.

Till **July 2006** I've been involved on Coordinating and Supervising all Saatchi & Saatchi Italy Projects for the Internet, Viral Marketing, Web Advertising and Web Sites for all Saatchi & Saatchi Italy's Clients.

In this role I've been responsible of 4 internal Copywriters and 4 Art Directors and have been supervising at least 12 freelancers, Art Directors and Copywriters as well.

TECHNICAL SKILLS:

Since my professional experience began before the Apple Era, I am self-taught on the Hardware and Software management. As for the HTML, Flash, XML, as for all the Graphic Design Softwares.

I achieved a fair control of:

PRINT

Adobe package: Photoshop, Illustrator, Freehand, InDesign, QuarkXpress.

WEB

Adobe package: Fireworks, Flash, Dreamweaver.

Microsoft Office.

- **CLIENTS:**

Mass Products:

Procter&Gamble (OilOfOlaz, Pampers, Ariel, Spic&Span, Dash)

Pharmaceuticals:

Boehringer Ingelheim (Bisolvon), FEHR, Johnson & Johnson's (Penaten, Antalgi), Angelini

Social:

Aams, AISM, Greenpeace, Lega Contro i Tumori, Movimento di Difesa del Cittadino, UNHCHR

Others:

Rémy Martin, British Airways, Alitalia, Renault Italy + Europe, Maggiore, U.N.I.R.E., Snai Servizi, Municipality of Rome (Youth City Politics), Cinecittadue, Fondazione Santa Lucia, Armando Curcio Editore, Banca di Roma, Finanza & Futuro, ERG Petroli, Ferrarelle, Unionvita, Sonypictures Italia, Medusa Cinematografica, Monster Italia, Alitalia, ENEL, Poste Italiane, TIM, Ministero della Salute, Conferenza Episcopale Italiana, LA MARGHERITA, Bulgari, Maria di Ripabianca, Jetix Europe, Switchovermedia, Partito Democratico.



PAOLA INZOLIA

VIA VALLE DELLA STORTA 83

00123 ROMA

paola@paolainzolia.it

06.30893822- 349.1641535