ANNALISA MAZZOLA

ABOUT ME:

My innate curiosity together with my experience and educational career has always pushed me to be interested in the online and offline communication, leading me to create fascinating and engaging products, visual and interactive experiences.
In my work career I've always tried to combine a wide range of abilities that allowed me to play a crucial role in the implementation of strategies for the companies I've worked for. I'm always ready to get involved and to have the opportunity to reinvent myself every time I face a new project.

SAY HELLO!

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niceut
Annalisa Mazzola

UI DESIGNER, DIGITAL MARKETING & WEB MANAGER

WORK EXPERIENCE

GI GROUP SPA
4th July 2016/Current | @ Milan, Italy
International Web & Online Manager - www.gigroup.com
Job Tasks: support all the countries of the company in all the online and offline marketing activities developing global tools and systems so the company can ensure synergy from a branding perspective and create cost efficiencies. My role is a combination between hands on marketing coordination and graphic designing.

BLUE BOX SERIES
April 2015/Current | @ Milan, Italy
Founder, Web & Social Media Manager, Editor - www.blueboxseries.it
No-profit blog about tv series. Job tasks: team writers management and coordination, weekly articles schedule, Wordpress and Social Media management.

LAUREATE UNIVERSITIES GROUP
11th May 2015/11th May 2016 | @ Milan, Italy
Digital Marketing & Social Media Executive
Job tasks: DEM, PPC, HTML e-mail campaigns, CMS (Wordpress) & Social Media Management, Banners and Images creation for NABA - Nuova Accademia di Belle Arti Milano & Domus Academy.

EXTRASMALL.IT
June 2014/June 2015 | @ Milan, Italy
Junior UI Designer - www.extrasmall.it
www.absolute-media.eu (6/2015), www.brerabicocca.it (3/2015) & www.katyafernandez.com (6/2014)
Collabration with a small web agengy located in Milan for development of several websites Wordpress based.

USERTEST\LAB
July/August 2014 - @ Milan, Italy
Junior UI Designer - www.usertestlab.it
A month of collaboration with UserTest/Lab developing hi-fi mockups for a smartphone and tablet application.

G.S.A EDELWEISS CAI MILANO
November 2013/February2014 | @ Milan, Italy
Internship as Junior UI Designer- www.edelweisscai.it
Website for the ski mountaineering group *Edelweiss CAI*. Job tasks: Wordpress customisation, tutorials and visual identity development.

NICEUT.IT
October 2013/Current - @ Milan, Italy
IA, UI Designer - www.niceut.it
Personal website. Job Tasks: SEO, HTML & CSS, content updating.

EDUCATION

Publications:
Bollini Letizia, Giulia Busdon, and Annalisa Mazzola.
"GeoLapse. A Digital Space-Based and Memory-Related Time-Capsule App."
Computational Science and Its Applications--ICCSA 2015.
Springer International Publishing, 2015. 675-685.

MBA, THEORY AND TECHNOLOGY OF COMMUNICATION
1st October 2012 - 3rd March 2015
@ University of Milan - Bicocca | Milan, Italy.
Final Work: "Geolapse: Time Capsule Serendipity. Designing a mobile location-based experience between real and digital."
It's a UI & UX project on a mobile application working on the themes of time, space, time capsule and serendipity.
Valuation: 110/110 *Summa cum Laude.*

BBA, COMMUNICATION AND PSYCHOLOGY
3rd October 2009 - 18th July 2012
@ University of Milan - Bicocca | Milan, Italy.
Final Work: "The importance of being Vague"
It's a Language's Philosophy essay about the vagueness of the language and its properties.

SCIENTIFIC HIGHSCHOOL
10th September 2005 - 3rd July 2009
@ Liceo Scientifico Donato Bramante | Magenta, Milan, Italy.
Final Work: "The Metamorphosis"
A short discussion about the cultural evolution in literature and arts of the metamorphosis' concept.

SKILLS

- Abobe PHOTOSHOP
- Adobe INDESIGN
- Adobe ILLUSTRATOR
- Adobe PREMIERE
- Adobe DREAMWEAVER
- SEO, SEA, PPC
- Google Analytics & GSC
- Google Data Studio
- UI, UX Principles
- InvisionAPP, Balsamiq
- CMS (Wordpress)
- Poedit, Multi-language
- HTML5
- Email Marketing (DEM)
- PHP
- Sharepoint, Protus
- Social Media
- Office (and Similar) SW
- Content Editing
- Marketing Offline
- Project Management

LANGUAGES

ITALIAN (Mother toungue) **ENGLISH** (Professional) **SPANISH** (Scholastic)

ADJECTIVES

Punctual, Creative, Curious, Direct, UFOs & Bigfoot Believer, Skeptical, Twitter and Tv-Series Addicted, Nerd, Geek, Dreamer, Traveler, Passionate, Team Player

SOFT SKILLS

Creativity, Resilience, Collaboration, Curiosity, Enthusiasm, Reliability, Positive Attitude

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.