

# Francesca Bochicchio

Senior Creative Lead

Edinburgh, UK

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## Languages

English

Italian

German

## About

Expert marketing professional with 15 years of executive experience. Skilled at creating campaigns centered around consumer education on product use. Passionate leader who is able to motivate team and departmental members to collaborate around common goals.

Responsible for ideating and creating content that connects a brand or entity to its potential audience through campaigns, copywriting, design and production of effective and persuasive advertisements that increase the value of the product by linking it to your target audience. Twenty years of experience in the strategic marketing field across multiple sectors such as food service, fashion, entertainment, education, finance and science.

Great attention to market research and the use of new digital technologies and post-production software. I help companies leverage the benefits of using artificial intelligence in marketing to personalize the customer experience, improve advertising campaign planning and increase sales.

### BRANDS WORKED WITH

Artyee

Axa Insurance

"Banca Popolare di Bari"

Checkmate Agency

DNA Distribution

Eva Creations

"Io Scelgo" Association Against Gender Based Violence

Iwe Adv Agency

Learnero

"San Carlo" Hospital

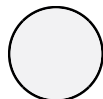
## Experience



### ● Senior Content creator & Campaign manager

Checkmate Agency | May 2022 - Now

Checkmate Communication Edinburgh, 05/2022 - Today Creative Advertising, PR, Project coordinator, Brand developer, Marketing strategist . Work area: Digital Marketing, Advertising London, 08/2021 - 04/2022 content creator, copywriter, social media strategist Work area: On line Learning, Digital Marketing, Advertising Content creator & social media manager Checkmate Communication



### ● Social Media Manager

Learnero | Jan 2020 - Jan 2021

Creative Advertising, PR, Brand developer, Marketing consultant. Work area: Digital Marketing, Advertising



### ● Video Content Creator - Web Series and Screenwriter

DNA Distribution | Jan 2019 - Jan 2020

Video Content Creator, PR, Copywriter. Work area: Magazine and entertainment

### ● Brand Developer

Eva Creations | Jan 2018 - Jan 2019

Marketing Strategy Manager; Social Media Manager, Brand Curator, Event Organiser. Work area: Fashion Video Campaign & Social Media Campaign for Business Cancer research Campaign Real Estate Campaign Asos Shoes Campaign

- **Screenwriter - Producer - Content Creator**

| Jan 2015 - Jan 2018

Lifestyle Made In Italy Web Magazine Milan, 2015 - 2018 Digital Strategist, Creator and producer of television adverts, web series, web content delivery weekly, AD Content Creator. Work area: Advertising & sale, fashion, food, design, technology, science, entertainment.

- **Founder**

"Io Scelgo" Association Against Gender Based Violence | Jan 2013 - Jan 2015

Milan, 2015 Creative and project developer Work area: Education Paris, 2013 - 2015 Creative and project developer, Visual Communication Manager, PR. Work area: Fashion & food Creative Advertiser Freelancer

- **Creative Director**

Iwe Adv Agency | Jan 2012 - Jan 2015

On the Street Magazine Milan, 2012 - 2015 Digital Strategist, AD Content Creator, Brand Developer. Work area: Advertising Sales marketing advisor IWE ADV agency,

- **Sales marketing adviser**

"Banca Popolare di Bari" | Jan 2010 - Jan 2011

On line Products Seller Work area: On line marketing Sales marketing adviser "Banca Popolare di Bari"

- **Products Seller, Communication Officer**

| Jan 2006 - Jan 2009

Work area: Finance

- **Project developer manager**

"San Carlo" Hospital | Jan 2002 - Jan 2003

Potenza, 2004 - 2006 Marketing Strategist and Visual Communication Manager. Work area: Health Care - Customer services Potenza, 2002 - 2003 Products Seller, Communication Officer. Work area: Insurance

- **Sales marketing adviser**

Axa Insurance |

- **Content writer**

Artyee | Aug 2023 - Now

I am implementing the platform launch campaign, analysing the competitors and preparing promotional videos or writing informative and educational contents.

## Education & Training

2011 - 2011

- **Scienze University of Milan**

Master, Master of human behaviour and self defence

2023

- **Conservatory of Schitland**

Master, Screenwriting

2024 - 2024

- **Aulab**

Degree, Conversation Design

1996 - 2005

- **IULM University of Milan**

Bachelor's degree , Advertising & Marketing

