



ALESSIA CAPASSO

C R E A T I V E S T R A T E G I S T

alessiacapasso.it



capassoalessia@gmail.com

ABOUT ME

Based in Bologna, Italy, I am a **Creative Strategist** with 15 years of experience in visual design and digital communication. With a specialized background in Storytelling, I approach Communication as a craft, blending strategy, visual thinking, and narrative systems. Currently, I apply my expertise to the **Gaming and Interactive Entertainment** space, focusing on brand identity, publishing and player engagement.

EXPERIENCE

2025-

Event Planet Group

Naples/Bologna, Italy

2022-2025

Lai-momo

Bologna, Italy

2019-2022

FAO

Rome, Italy

2018-2022

#CperCultura

Rome, Italy

2018-2019

The Tour Guy

Rome, Italy

2016-2018

Good Design Works LLC.

Kyoto, Japan

2015

Mediateur

Avellino, Italy

EDUCATION

2021

Università LUMSA

Rome, Italy

2016

ABANA

Naples, Italy

Content and graphic designer

Translated complex scientific concepts into engaging storytelling; led social media and mail strategies to build online communities.

Content and graphic designer

Worked on European Commission-funded projects, delivering visual content and managing social media and content strategies.

Communication Specialist

Shaped visual and editorial content for Institutional projects, turning complex data into clear infographics and cohesive storytelling.

Founder and Communication Manager

Managed communication across digital and editorial channels, overseeing content production, team coordination, and events.

Design Coordinator

Managed visual and video content for multi-platform campaigns, ensuring alignment with brand strategies across digital channels.

Content and graphic designer

Oversaw visual content for social media campaigns, newsletters, and promotional materials, supporting PR activities.

Graphic designer

Designed interactive exhibition content, overseeing production and graphic solutions for impact and audience engagement.

Master's Degree in Digital Marketing

Thesis topic: Storytelling in Digital Communication

110 cum laude

Master's Degree in Communication Design

Thesis topic: Advertising and Communication

110 cum laude



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COMMUNICATION SPECIALIST

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CERTIFICATIONS

2026

Marketing Espresso
Certification

Started in April 2026

Giano Academy
Rome, Italy

Starting in May 2026

Mind Academy
Padua, Italy

2022

24ORE Business School
Online

2019

Social Media Strategies for SMEs

Leveraging digital tools for brand awareness, lead generation, and customer retention

Game Deconstruction

TTRPG Systems Design, Rulebook Composition, Playtest Management

Communication and Marketing in Video Gaming

Gaming PR, influencer relations, and community management across publishing workflows

Gamification, Social Gaming, and Advergaming Strategy

Advanced English C1

Cambridge Assessment English

AWARD

2021

Resto al Sud Hackaton

Best Concept Award

Promoted by Onde Alte, Invitalia and Università LUMSA

SKILLS

Communication

Content creation and editorial planning
Visual storytelling and narrative design
Digital copywriting
Content and audience engagement
Social Media Management
Media Relations & PR

Visual Design

Visual identity development
Infographic and data visualization
Editorial and layout design

Tools

Adobe Creative Cloud
Microsoft 365
Canva