



ALESSIA CAPASSO

COMMUNICATION STRATEGIST

alessiacapasso.it



capassoalessia@gmail.com

ABOUT ME

With over 12 years of experience and a background in Communication and Visual Design, I craft narratives and transform them into original, cohesive, and recognizable content. Over time, I have specialized in **Digital Marketing and Storytelling**, developing an ever-growing interest in the gaming and interactive entertainment industry. A lifelong passionate gamer, I view communication as a process of worldbuilding: strategy is the structure, storytelling is the magic.

EXPERIENCE

2025–

Kindred Knot Games
Bologna, Italy

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

Head of Marketing

Driving community engagement, managing PR relations, and executing marketing campaigns; supporting game development.

Content designer / SMM & Community Manager

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.

Graphic designer

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

EDUCATION

2021

Università LUMSA
Rome, Italy

2016

ABANA
Naples, Italy

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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CERTIFICATIONS

2026

Trinity College London

2026

Marketing Espresso
Certification

April 2026

Giano Academy
Certification

2022

24ORE Business School
Certification

2019

Grade 3 Drums

Level 1 Award in Graded Examination in Rock and Pop

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

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

Social Media Management, Media Relation, Editorial Planning
Content creation, Digital Copywriting
Cross-media Storytelling, Visual Storytelling
Community Management, Community Moderation
PR e Influencer Relations

Tools

Adobe Creative Cloud
Microsoft 365
Canva
Discord Server Management
Meta Business Suite