



# ALESSIA CAPASSO

## COMMUNICATION SPECIALIST

[alessiacapasso.it](http://alessiacapasso.it)



capassoalessia@gmail.com

### ABOUT ME

Based in Bologna, Italy, I'm a **Communication Specialist** with almost 15 years of experience. With a background in Visual Design and a specialization in Storytelling, I approach Communication as a craft, blending strategy, visual thinking, and narrative. Currently deepening my focus in the Gaming and Interactive Entertainment space.

### 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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### AWARD

**2021**

**Resto al Sud Hackaton**

**Best Concept Award**

Promoted by Onde Alte, Invitalia and Università LUMSA

### CERTIFICATIONS

**2026**

Starting in April 2026

**Game Deconstruction**

Giano Academy, Rome (Italy)

**2026**

Starting in May 2026

**Communication and Marketing in Video Gaming**

MIND Academy, Padua (Italy)

**2022**

Jan - Feb

**Digital Marketing Gamification**

24ORE Business School, Milan (Italy)

**2019**

**Advanced English C1**

Cambridge Assessment English

### 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  
Keynote  
Microsoft 365  
Figma  
Sketch  
Canva