



ALESSIA CAPASSO

COMMUNICATION SPECIALIST

alessiacapasso.it



capassoalessia@gmail.com

ABOUT ME

Based in Bologna, Italy, I'm a Communication Specialist with + 10 years of experience. With a background in Visual Design and a specialization in Storytelling, I approach Communication as a craft of meaning and transformation, blending strategy, visual thinking, and narrative.

EXPERIENCE

2025-

Event Planet Group

Naples/Bologna, Italy

Content and graphic designer

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

2022-2025

Lai-momo

Bologna, Italy

Content and graphic designer

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

2019-2022

FAO

Rome, Italy

Communication Specialist

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

2018-2022

#CperCultura

Rome, Italy

Founder and Communication Manager

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

2018-2019

The Tour Guy

Rome, Italy

Design Coordinator

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

2016-2018

Good Design Works LLC.

Kyoto, Japan

Content and graphic designer

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

2015

Mediateur

Avellino, Italy

Graphic designer

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

EDUCATION

2021

Università LUMSA

Rome, Italy

Master's Degree in Digital Marketing

Thesis topic: Storytelling in Digital Communication
110 cum laude

2016

ABANA

Naples, Italy

Master's Degree in Communication Design

Thesis topic: Advertising and Communication
110 cum laude



ALESSIA CAPASSO

COMMUNICATION SPECIALIST

alessiacapasso.it



capassoalessia@gmail.com

AWARD

2021

Resto al Sud Hackaton

Best Concept Award

Promoted by Onde Alte, Invitalia and Università LUMSA

CERTIFICATIONS

2026

Starting in May 2026

Communication and Marketing in Video Gaming

MIND Academy, Padua (Italy)

2022

Jan - Feb

Foundations of Project Management

Google Careers Certificates

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