



# ALESSIA CAPASSO

## COMMUNICATION SPECIALIST

[alessiacapasso.it](http://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

**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

#### 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.

### 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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### 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