



# ALESSIA CAPASSO

Visual and Communication Specialist

alessiacapasso.it

capassoalessia@gmail.com

## About me

Based in Bologna, Italy, I'm a visual storyteller with 10+ years of experience across communication, social media, and visual content. Working in hybrid roles with a strong visual focus, supporting communication strategies through integrated editorial and visual materials. Experienced in international, institutional, and creative environments, collaborating with multidisciplinary teams and developing audience and community-oriented communication.

## Award

### Best concept

2021

Resto al Sud Hackaton Tour  
Onde Alte, Invitalia and LUMSA

## Certifications

### Foundations of Project Management

2022

Google Careers Certificates

### Digital marketing gamification

2022

24ORE Business School

### Advanced English C1

2019

Cambridge Assessment English

## Skills

### Content & Communication

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

### Visual Design

Visual identity development  
Infographic and data visualization  
Editorial and layout design

### Tools

Adobe Creative Cloud  
Keynote  
Microsoft 365  
Figma  
Sketch  
Canva

I authorize the processing of my personal data pursuant to the Regulation of the European Parliament 679/2016.

## Experience

### Graphic and content designer

2025-

Event Planet Group - Naples/Bologna, Italy

Translated complex scientific concepts into engaging storytelling, shaping aligned visual and editorial content. Led social media and newsletter strategies to build and engage communities across platforms.

### Graphic and content designer

2022-2025

Lai-momo - Bologna, Italy

Contributed to international, Europe Commission-funded large-scale projects delivering visual content for global audiences. Managed social media and content strategies, ensuring quality and brand consistency.

### Communication Specialist

2019-2022

FAO - Rome, Italy

Shaped visual identities and editorial design for communication projects, translating complex systems and data into accessible infographics and cohesive visual storytelling across multiple formats.

### Design Coordinator

2019-2022

The Tour Guy - Rome, Italy

Designed visual and video content for multi-platform campaigns, contributing to cohesive brand strategies across digital, social and print.

### Graphic and content designer

2016-2017

Good Design Works LLC. - Kyoto, Japan

Designed visual content for social media campaigns, newsletters and promotional materials, supporting PR communication through visually driven press releases and marketing assets.

### Graphic designer junior

2015

Mediateur - Avellino, Italy

Created visual and interactive exhibit content, managing print production and crafting graphic solutions that strengthened storytelling and audience engagement.

## Education

### Master in Digital Marketing

2021

LUMSA - Rome, Italy

110 cum laude

### Master's Degree in Design

2016

Academy of Fine Arts - Naples, Italy

110 cum laude

### Bachelor's Degree in Design

2014

Academy of Fine Arts - Naples, Italy

110