

ALESSANDRA PAGLIALONGA

NATIONALITY
Italian & British
(dual citizenship)

PLACE OF BIRTH
Busto Arsizio, Italy

DATE OF BIRTH
13.08.75

I'm an ideas-based Creative Director and Art Director creating integrated 360° campaigns across digital, ATL and BTL.

My work spans brand identity, film, social, website, experiential and out-of-home, combining strong concepts with thoughtful design and attention to craft.
I'm equally comfortable leading multidisciplinary teams and getting hands-on with art direction, design and copy, taking projects from the first spark of an idea through to final execution.

I've worked with leading agencies including TBWA, Leo Burnett, LOWE and Publicis, alongside independent agencies and creative studios such as TMW, WHAM, Nucco Brain and Dolci Adv. I also partner with startups and work directly with brands.

With experience in both Milan and London, I draw on the distinct creative perspectives and working cultures of both cities.

Outside of agency life, I design and make toys, explore art in its many forms, and travel whenever I can. Experiencing different places and cultures feeds my curiosity and brings fresh perspectives to my work.

Work Experience

2020 /PRESENT

FREELANCE
CREATIVE DIRECTOR
MILAN

DOLCI ADV

Pastiglie Leone, Armani Scarpe&Scarpe, Tankoa, Battaglio, Arbory GIN, Luigi, Acqua EVA,

2013 /2020

FREELANCE
SENIOR ART DIRECTOR
LONDON

NUCCO BRAIN
Technogym, Ericsson

PUBLICIS
Garnier

TMW
Vodafone, Canon, Nissan, Sony, HSBC,

WHAM
Miller Beer, Marionnaud

BLUE HIVE
Ford Focus

MRM METEORITE
Tommee Tippee

PROXIMITY
Money Super Market, Lloyds Banking Group

EDELMAN
HP

PENNA
Bernardos, DSTL, Hampshire Constabulary

2008 /2013

FREELANCE
SENIOR ART DIRECTOR
MILAN

TBWA

Piaggio, McDonalds, Purina, Unieuro, ATM, Genialloyd, Teneroni, Plasmon, Parmareggio

LEO BURNETT
P&G - Tampax, Henkel and Alldays

HAVAS LIFE
Polase, Humira, Voltadol, Foster, GUM, Renvela, Lactacyd

WUNDERMAN
Poste Italiane, Sky

SAATCHI&SAATCHI
Alpitour

JWT
Philadelphia, Vodafone

M&C SAATCHI
SKY

DDB
Deutsche bank

CREATIVE NETWORK
Carim Bank

M&C SAATCHI
SKY

LOWE ROME
Rado, Repubblica, Italo

DIRECT CLIENTS
Lindt, Mondadori, Date, GOSH, Pharmentis, Corine de Farme, Argonauti Resort,

2002 /2008

SENIOR ART DIRECTOR
MILAN

LOWE

L'Espresso, Alessi, Coop Repubblica, As Do Mar, Zucchi, Sector, Foxy, Findus, Intesa Bank, Muller, Bassetti, Gabel, Butangas, Perugina, Principe S. Daniele, Johnson & Johnson,

2001 /2002

SENIOR ART DIRECTOR
ROME

LOWE

Launch and setup of a new office in Rome

1996 /2001

SENIOR ART DIRECTOR
MILAN

LOWE

L'Espresso, Muller, Repubblica, Istat, Italia Radio, Kataweb Capital Radio, Alessi, Coop, Intesa Bank,

2011/12 1998/00

LECTURER

NABA MILAN
JHAN MONNET BUSTO A.

Art Direction and advertising comunication

Education & IT skills

1993 /1996

ENAIP
VARESE

1989 /1993

ART HIGH SCHOOL
BUSTO ARSIZIO

ADVANCED PROFICIENCY IN **ADOBE CREATIVE CLOUD** AND GENERATIVE **AI TOOLS**

★★★★★

alessandra.paglialonga@gmail.com +44 7429049494 www.linkedin.com/in/alessandra-paglialonga/