

GIANFRANCO MORACI

COMMUNICATION ADVISOR - COPYWRITER
ADVERTISING

CONTACTS

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EDUCATION

ITC A.M. JACI

MESSINA

1978 - 1983

IED

ISTITUTO EUROPEO DI DESIGN

1986 - 1990

GOOGLE IAB

eccellenza digitale

2017

24 ORE BUSINESS SCHOOL

Social Media Advertising

2018

SKILLS

Creative Strategy

Digital Creative Strategy

Strategic Planning

SEO Copywriting

Creative Direction

CREATIVE CONSULTANT FOR:

ICS MAUGERI

CREATIVE CONSULTANT

AMGEN Biotechnology

CREATIVE CONSULTANT

MINISTERO DELLA SALUTE

CREATIVE CONSULTANT

HERALD GROUP JW THOMPSON

COMMUNICATION CREATIVE CONSULTANT

SONY ERICSSON

CREATIVE CONSULTANT

BANCA NAZIONALE DEL LAVORO

CREATIVE CONSULTANT

NISSAN MOTOR COMPANY ITALIA

CREATIVE CONSULTANT

POSTE ITALIANE

CREATIVE CONSULTANT

ENEL

CREATIVE CONSULTANT FOR ENEL TEL - QUIENEL - SFERA - FTL - APE -
CLIMAWATT - EGOVERNMENT - ENEL TRADE

JUSTICE LINES/LIBERTY LINES

CREATIVE CONSULTANT

ONDA ENERGIA

COMMUNICATION ADVISOR

SCF SICILFERRO

COMMUNICATION ADVISOR

CLIENTS

Alitalia, Canon, Toyota Motor Italia, Ford Motor Company, Nissan Motor
Italia, Isuzu, Lexus, Benlyin, Johnson & Johnson, Pfizer, Novartis, Amgen,
INA Assicurazioni, Generali Assicurazioni, Credito Cooperativo,
Montepaschi Siena, Omnitel/Vodafone, Bergamon, Carta Diners, WWF,
Colgate, Beiersdorf, Vini Tasca D'Almerita, United International Pictures
UIP, Banco di Napoli, Studio Universal, Ericsson, Sony Ericsson, BNL, Enel,
WellCome pharma, Ministero della Salute, Presidenza Del Consiglio Dei
Ministri, Comune di Roma, Ministero delle Infrastrutture e del Territorio,
Ministero del Tesoro, Telemontecarlo, Ministero del Lavoro, Enel, BNL,
Legambiente, AltroConsumo, Ferrovie Nord, Regione Lombardia, SEA
aeroporti, Hansaplast, Assessorato al Turismo Regione Sicilia, Comune di
Roma, Lyle & Scott, Università di Bologna, Presidenza della Repubblica
Italiana, Regione Lombardia, Terre di Pisa, Amgen, ICS Maugeri.

SKILLS

MAC



Adobe Indesign



Adobe Photoshop



Adobe Illustrator



Social Media



Pages



Keynote



Numbers



Microsoft Office



Microsoft Excel



Microsoft Power Point



INTERESTS

Reading

Horticulture

Travel

Music

Cinema

EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

CARMI & UBERTIS

FROM OCT. 2016 | MILAN

CREATIVE DIRECTOR

DENTSU | CCP ROME

FROM JAN. 2008 | ROME

CO CREATIVE DIRECTOR

YOUNG & RUBICAM

FROM JAN. 2000 | ROME

CHIEF COPYWRITER

ATA TONIC GROUP HAVAS

FROM SEPT. 1997 | ROME

COPYWRITER SENIOR

BATES ITALY

FROM JUNE 1994 | ROME

COPYWRITER

ADVEMA COOPER

FROM MAY 1990 | MILAN

TEACHING

Università di Messina Docenza Master di I° Livello "Management della Comunicazione Pubblica"

Accademia delle Arti e Nuove Tecnologie Roma - "Advertising"

LANGUAGES

- FLUENT ENGLISH
- GOOD FRENCH

AWARDS & ACHIEVEMENTS

- 10 PREMI AGORA'
- 3 ENTRY IN THE ART DIRECTOR'S CLUB ANNUAL
- 1 RAI SIPRA RADIOFESTIVAL