

# FRANCESCA CICCONE CURRICULUM

born in Ferrara, 11/10/1989

Milano, 20131

+39 3393110576

francesca@obst.it

---

## EDUCATION

2012  
Politecnico di Milano  
Bachelor in Fashion Design

2008  
Liceo Scientifico 'A.Roiti'  
High School Diploma

## WORK EXPERIENCE

### — WEAREMORE (247 Group)

2021 - current  
Creative strategist  
Tone of voice and visual language strategies for brands and fashion entities.

### — SLAM JAM

2018 - 2021  
Art Director  
Editorial manager for slamjam.com  
Editorial strategy, fashion campaigns direction, lookbooks, special projects

2015 - 2018  
Jr. Art Director, Graphic Designer  
Fashion editorials, fashion campaigns, lookbooks, catalogues

2013 - 2015  
Graphic Design intern  
Flyers, presentation decks, catalogues, linesheets, lookbooks

### — ANDREA INCONTRI STUDIO

2012 - 2013  
Graphics for the design office.  
Designing for Jil Sander Navy, MaxMara, Wella, others. New identity for the owned brand.

## SKILLS

Art direction  
Creative strategy  
Tone of voice  
Graphic design  
Web design  
Events & exhibitions concept  
Casting direction  
Styling  
Copywriting  
PR  
Trend research  
E-commerce experience  
Digital marketing  
Community

## PERSONAL

Problem solver  
Self-starter  
Detail-oriented  
Can-do attitude  
Transparent communicator  
Team player  
Ethical Thinker

## LANGUAGES

Italian (native), English (fluent)

## SOFTWARE

MS Office, Apple iWork  
Adobe Photoshop, Illustrator, InDesign, Acrobat

## OTHER

Wordpress, MailChimp, MailUp, Shogun

## PERSONAL PROJECT

Illicit Bookshop