



ELISA FAUSTINI

Luxury and Fashion Advertising expert

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CAREER SUMMARY

- Over 20 years of experience in communication, with a deep knowledge of advertising techniques and ADV content production in the fashion and luxury industry.
- Emphasis on the Creative Studio management (12 people), settling concrete short and long team goals for the team and fostering personal development for each member of the team
- Extensive experience as a Creative Studio producer and Art Buyer in the organisation and coordination of photo/video shoots (including post-production)
- Profound negotiations skills and wide network of international talents in the photo and video's industry
- Excellence in managing concurrent multiple projects with strong attention to detail and within strict time limits and budget constraints
- Extensive experience as the responsible Advertising Account Director for ADV creative campaigns within fashion and luxury industry.
- Accountable to translate into deliverables the creative vision of the company, responsible to manage the budget (multimillion) and the production timeline for each project

AREAS OF EXPERTISE

Operational: Head of Creative Studio - Head of Creative content production - Head of advertising and contents - Head of Image and production - Head of Creative and Content Coordination - Senior Art Buying

Management: Management of the internal Creative Studio - Agency Management - Team leadership and supervision - Talent negotiations management - Budget Management - Shooting production management- Management of the pre and post production executions

WORK EXPERIENCE

La Prairie Group

Zurich (CH) - Feb 2016 – March 2022 - *Career break*

Role: Global Senior Creative Services Manager

- Ensure that all Global Marketing programs for launches needing creative, graphics and promotional materials are identified, scheduled and project-managed for ATL and on-line campaigns
- Estimates projects timing and costs
- Leading and responsible in managing the Creative Budget
- Leading and managing Art Buying and negotiations
- Leading in project progress and project assignment /distribution within the internal Creative Studio (11 people)
- Leads graphic and copy processes and finalises material specifications
- Leading identifying appropriate internal and external resources to produce creative materials per project schedules; partners with outside agencies/vendors/contractors/photographers
- Leading graphic assets production and timing within the Production Department
- Leading the creative production development (shootings for print and videos)

REM – Ruini and Mariotti

Rome, Italy - April 2005 - Dec 2014

Role: Senior Advertising Account Director

Oversee all creative projects from brief to completion, playing an integral role in all ADV productions (images\videos\commercials). Main clients:

- Gucci

Winning the Cannes *Golden Lion of advertising* for the Gucci Flora TV commercial in 2009

- Valentino and RED Valentino

As well, ***Project Manager*** for the realisation of the Valentino “*Objects of Couture*” book – in cooperation with Rizzoli USA and Mr.Francesco Bonami (Curator and Editor)

- Bulgari and Bulgari Hotel&Resort

Chevrolet Italy

Rome, Italy - 2004 – 2005

Role: Advertising Specialist

- Responsible for local advertising (“above and below the line”), advertising adaptations and brand communication - including Point of Sales and main communication for events in Italy.

Publicis Italia

Rome, Italy - 1999 – 2003

Role: Advertising Account Manager

Managing the relationship with clients and coordinates each activity of the communication project

EDUCATION

Rome, Italy – 2002 Università La Sapienza di Roma

University Degree in Sociology (Specialisation in Communication and Advertising techniques)

LANGUAGES

English: C2 / **Italian:** native/ **German:** B1

COMPUTER LITERACY

Proficient Microsoft Office Package: Outlook, Word, Excel, Power Point / Operating Systems: Windows9X, Windows 2000, Windows XP, Mac / Basic knowledge: Photoshop, Illustrator and Acrobat

PERSONAL INTERESTS

I practiced classic ballet competitively for about 12 years in Italy

Great passion for fashion and curiosity for new luxury trends

Love for travelling and very passionate for other cultures and foreign food

PERSONAL DATA

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C Visa

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