

# Curriculum Vitae: Andrea Luminati



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## CONTACT INFO

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## PRESENTATION

A Marketing Communications professional with extensive international experience, Andrea Luminati was born in Italy, raised in Latin America (Venezuela, Argentina, Mexico, Brazil) and professionally primed in Los Angeles where he created successful advertising campaigns for companies including The Los Angeles Times, Technicolor, Bond Street Capital and Packard Bell. In 2004 he relocated to Italy and has since served as a Marketing Consultant for clients from diverse industries ranging from tourism to entertainment and from food to firearms.

Outside of his consulting duties, Luminati enjoys teaching as a Marketing Communications Professor at several Italian higher learning institutions both in person and through online platforms (Zoom, Skype).

### **Main Benefits Offered:**

- Strategic thinking
- Extensive international experience and multicultural approach
- Profound understanding of media and communication techniques
- Documented track-record of results/achievements

### **Related Skills:**

- Advanced presentation and teaching skills
- Copywriting
- Art Direction / Design
- Screenwriting/Video Direction and Editing
- Project and People Management
- Leadership Skills

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## FLUENCIES

- English: Fluent
- Italian: Fluent
- Spanish: Good
- Portuguese: Working knowledge

## PROFESSIONAL EXPERIENCE

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### **2023 - ongoing | Marketing Communications Consultant**

Client: Leonardo Hospital Group | Italy

Sector: *Healthcare*

- Develops unique and game-changing positioning/communications strategies for national group comprised of 10 hospitals/clinics.

### **2020 - ongoing | Marketing Communications Consultant**

Client: LOOK Cookware | Iceland

Sector: *Consumer Products*

- Conceives brand image and personality
- Develops positioning/communications strategies (and materials) including digital advertising programs.

### **2020 - ongoing | Marketing Communications Consultant**

Client: RossoLaser | Italy

Sector: *Services*

- Develops and manages brand and positioning/communications strategies (and materials) including digital advertising programs.
- Conceived and managed social media advertising campaign

### **2020 | Marketing Communications Consultant**

Client: Peter Pan Animazione | Italy

Sector: *Tourism / Entertainment*

- Conceives brand image and personality
- Develops positioning/communications strategies (and materials) including digital advertising programs.

### **2020 | Marketing Communications Consultant**

Client: FUTURA S.r.l | Italy

Sector: *Corporate Services*

- Develops brand and positioning/communications strategies.

### **2018 - ongoing | Marketing Communications Consultant**

Client: ANPAM | Italy

Sector: *Association/Lobby*

- Develops and manages nationwide promotional campaigns (Social Media) for the Italian 2018 elections
- Conducts industry-wide (firearms) Communications and Social Media workshops (Germany, Italy and USA)

### **2018 | Marketing Communications Consultant**

Client: British Shooting Sports Council | UK

Sector: *Association*

- Develops social media strategies to promote shooting sports in the UK
- Conducts industry-wide Communications and Social Media workshops (UK)

**06/2016 | Marketing Communications Consultant**

Client: Pedersoli Davide & C SNC | Italy

Sector: *Manufacturing (firearms)*

- Introduces the company to Social Media marketing and launches promotional campaigns on Facebook, Instagram and YouTube.

**2008 – 2019 | Marketing Communications Consultant**

Client: Benelli Armi S.p.A. | Italy

Sector: *Manufacturing (firearms)*

- Reporting directly to the Director of Sales, introduced a customer-centered marketing approach (previously product-centered) that allowed for segmentation and positioning of vast product line towards different target markets.
- Completely renovated company's marketing communications strategy, from their advertising campaigns (print, online and video) all the way to the actual Benelli logo which was redesigned in order to bring uniformity to the US and European operations.
- Responsible for the creation and development of all international marketing materials for Europe, Russia, South Africa, Turkey and South America.
- In 2010 introduced Benelli to Social Media and secured the company a strong presence in all the major platforms by 2012.
- Responsible for creation and implementation of several worldwide Facebook and Adwords advertising campaigns.
- In 2014, despite the medium's stringent anti-gun policies, created and launched the first firearms-related advertising campaign in the history of YouTube which was seen by millions of people worldwide
- Researched and identified market opportunities and developed new product launch strategies (worldwide).
- Conducted marketing training seminars to Sales Force.

**08/2015 | Marketing Communications Consultant**

Client: Aeris Cleantec AG, Winterthur (Switzerland)

Sector: *Home Appliances*

- Responsible for all online and print marketing materials.

**06/2012–ongoing | Marketing Communications Consultant**

Client: WFSA -- World Forum for Sports Shooting Activities, Bruxelles (Belgium)

Sector: *Worldwide Association / NGO*

- Develops communications strategies and programs for United Nations and the European Parliament campaigns.
- Conducts industry-wide (firearms) seminar on Emergency Response Communications and strategies.
- Conducts industry-wide (firearms) Communications and Social Media workshops (Germany, Italy and USA)

**01/1999–2010 | Marketing Communications Consultant**

Client: Bond Street Capital Companies | USA

Sector: *Financial*

- Responsible for all marketing communications strategies and materials.

**05/2009–05/2010 | Marketing Communications Consultant**

Client: GAMA Movie Animation | Italy

Sector: *Entertainment*

- Reporting directly to the President, supports Marketing Department by developing new product launch strategies (worldwide) and co-producing promotional materials.

**01/2008–06/2008 | Marketing Communications Consultant**

Client: MUFLE S.r.l. | Italy

Sector: *Manufacturing (construction)*

- Reporting directly to the President, supports Marketing Department by developing launch strategies for new products and brands worldwide.
- Coordinates promotional efforts and creates/designs promotional materials including brochures, websites, print ads, Trade Show materials and POP materials.

**01/2007–06/2007 | Marketing Communications Consultant**

Client: Rainbow S.r.l | Italy

Sector: *Entertainment*

- Reporting directly to the President, constitutes and directs Marketing Communications Department (11 employees) and coordinates various promotional efforts including the launch of the film “Winx, the Movie” at the Cannes Film Festival.

**01/2005–06/2005 | Marketing Communications Consultant**

Client: Terra Bio Soc. Coop | Italy

Sector: *Food*

- Reporting directly to the President, develops all advertising/promotional materials including websites, brochures, packaging and trade-show booths. Conceives and coordinates launch of the new brand, “La Sorgente”.

**01/2006–01/2008 | Marketing Communications Consultant**

Client: UNESCO/City of Urbino | Italy

Sector: *Tourism*

- Assistant Manager and Creative Director for the Heritage Alive! Project funded by the European Community and UNESCO
- Develops and presents promotional strategies for the city of Urbino in order to further foster Tourism.

**01/2007–06/2007 | Marketing Communications Consultant**

Client: City of Urbino | Italy

Sector: *Education*

- Co-develops and co-manages the C.A.L.V.I.N.O. Project sponsored by the European Community and the Municipality of Urbino.

**02/2002–11/2003 | Creative Director / Account Manager**

CCRA & Reservation Center, Inc. | USA | Los Angeles

*Sector: Travel/Hospitality*

- Responsible for all aspects of all advertising, marketing and public relations efforts.
- Conceived, designed, art directed and wrote all advertising/marketing materials including newsletters, brochures, catalogs, ads and online promotions (e-mail blasts, web sites and presentations).
- Managed and directed team of freelance designers and in-house programmers.
- Managed printing process and interface with vendors/printers nationally and internationally.
- Effectively streamlined company's B2C and B2B communications (message, copywriting and design).
- Produced breakthrough promotional campaigns resulting in unprecedented response to B2C marketing efforts.
- Created cohesive look for all marketing materials establishing previously non-existent brand recognition.
- Company's new professional image and effective communication style were pivotal in positioning CCRA as a marketing company and securing new accounts/clientele for B2B advertising/marketing services.

**01/1999–01/2002 | Creative Director / Account Manager**

Beehive Creative Group | USA | Los Angeles

*Sector: Advertising Agency*

- Managed all creative resources (designers, photographers, programmers, etc).
- Directly interfaced with clients and conducted presentations.
- Conceived, wrote, designed and produced ads, brochures, catalogs, direct mail pieces, and packaging as well as various other promotional materials including web sites, trade show booths, PR releases and soundtracks/voice-overs for Internet-based videos.
- Developed successful marketing/advertising programs for various clients -- everything from increasing web site traffic to generating sign-ups for affiliates programs; and from launching products/service to corporate image makeovers.

**06/1997–02/1999 | Senior Copywriter / Marketing Associate**

Los Angeles Times | USA | Los Angeles

*Sector: Publishing (Newspaper)*

- Conceived, wrote and designed ads, brochures, direct mail pieces and various promotional materials including radio spots and trade-show booths.
- Supported/directed secondary creative departments.
- Created the most successful direct mail piece in the history of the Valley/Ventura editions.
- Responsible for all award-winning creative materials supporting the introduction of Our Times -- a publication of the Los Angeles Times.

**10/1996–06/1997 | Senior Copywriter / Art Director**

ArtStuff inc. | USA | Los Angeles

*Sector: Advertising Agency*

- Created/wrote packaging and marketing materials for various Hi-tech companies including BOCA Research, Lite-On Computers, Emblaze/Geo, Smart & Friendly, Cambrix Publishing, and Best Data.

**2/1996–10/1997 | Senior Copywriter**

Xplain Corporation | USA | Los Angeles

*Sector: Publishing / Software*

- Conceived, wrote and designed corporate identity, catalogs, ads, direct mail/e-mail campaigns, web sites and trade show booths.
- Developed and implemented successful Marketing/Advertising programs to increase magazine circulation, web site traffic and product sales (sales up 75% in four months).

**06/1993–01/1996 | Senior Copywriter**

Packard Bell / Reveal | USA | Los Angeles

*Sector: Hi-Tech consumer products*

- Responsible for all copy on ads, packaging, brochures, POP's and press releases.
- Wrote scripts and coordinated/directed promotional video shoots.
- Wrote, arranged, and recorded soundtracks for promotional materials.
- Conceived, wrote and co-designed award-winning packaging and advertising campaigns.

**01/1992–12/1992 | Copywriter / Marketing Associate**

National Notary Association | USA | Los Angeles

*Sector: Professional services*

- Responsible for the creation, development and production of all marketing materials including brochures, direct mail, catalogs and merchandising.

**LECTURES | WORKSHOPS CONDUCTED**

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- 2022: Workshop “Social Media Marketing” (CONARMI, Italy)
- 2018: Workshop “Social Media Marketing” (British Shooting Sports Council, London, UK)
- 2017: Workshop “Using Social Media to our Advantage” (WFSA – World Forum on Shooting Activities, Roma, Italy)
- 2016: Workshop “Social Media -- The Most Powerful Weapon in Our Public Relations Arsenal” (WFSA – World Forum on Shooting Activities, Arizona, USA)
- 2016: Lecture “Understanding Social Media” (WFSA – World Forum on Shooting Activities, Neuremberg, Germany)
- 2013: Lecture “Crisis Response Communications” (WFSA – World Forum on Shooting Activities, Neuremberg, Germany)
- 2012: Workshop “Preaching outside the Choir” (WFSA – World Forum on Shooting Activities, Roma, Italy)
- 2011: Lecture “Developing Effective Marketing Campaigns” (Benelli Partners Convention, Neuremberg, Germany)
- 2011: Lecture “Crisis Response Communications” (AFEMS - Association of European Manufacturers of Sporting Ammunition, Nice, France)
- 2009: Lecture “Marketing Communications Priorities” (Benelli Convention, Neuremberg, Germany)
- 2008: Lecture “Marketing Fundamentals” (Benelli Convention, Neuremberg, Germany)
- 2006: Lecture “Developing Creative for Direct Marketing and the Web” (University of Urbino "Carlo Bo", Urbino, Italy)
- 2006: Lecture “Communicating Travel Destinations” (Heritage Alive Project, Gorlice, Poland)

## TEACHING EXPERIENCE

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- 2022: “Strategic Marketing Positioning” (ISTAO, Istituto Adriano Olivetti)
- 2022: “Marketing Fundamentals” (ISTAO, Istituto Adriano Olivetti)
- 2021: “Strategic Marketing Positioning” (ISTAO, Istituto Adriano Olivetti)
- 2020: “Creating Advertising for English-Speaking Audiences on Social Media” (Formaconf)
- 2020: “Strategic Marketing Positioning” (ISTAO, Istituto Adriano Olivetti)
- 2019: “Creating Advertising for English-Speaking Audiences on Social Media” (Formaconf)
- 2019: “Social Media Marketing” (Formaconf)
- 2019: “Strategic Marketing Positioning” (ISTAO, Istituto Adriano Olivetti)
- 2018: “Planning sales” (Formaconf)
- 2018: “Communication and Social Media Marketing for Tourism” (Formaconf)
- 2017: “The Social CRM Model” (Formaconf)
- 2017: “Social Media Marketing” (Formaconf)
- 2017: “Strategic Marketing” (Formaconf)
- 2006 to 2017: “Marketing Communications Campaign Management” (CNOS-FAP)
- 2015: “Merchandising, Sales and Distribution Techniques” (Formaconf)
- 2015: “Tourism Marketing for Milan’s Expo 2015” (Formaconf)
- 2015: “Leisure/Tourism Marketing” (Formaconf)
- 2013: “Developing a Business Plan” (Formaconf)
- 2013: “The Tools of Promotion” (Formaconf)
- 2013: “Marketing Communications Fundamentals” (Formaconf)
- 2011: “Web Marketing” (Formaconf)
- 2011: “Advanced Internet Marketing” (University of Urbino)
- 2007 to 2008: “Marketing Communications” (ISIA - Istituto Superiore di Arti Grafiche)
- 2007 to 2009: “Advanced Advertising Theories and Practices” (University of Urbino)

## EDUCATION

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### **Professional Designation Certificate in Advertising**

1992 | UCLA, Los Angeles, USA

### **Bachelor of Arts in Communications**

#### **Minor in Psychology**

1988 | Pepperdine University, Los Angeles, USA

### **High School Diploma**

1983 | Graded School, Sao Paulo, Brazil

## AWARDS

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2002 WebAward from The Web Marketing Association for “Best Marketing Website (www.discmarketing.com).

1999 “Los Angeles Times’ Award for promotional efforts supporting launch of “Our Times”.

1996 “Best of Show” Addy Award (Ventura County Ad Club) for packaging, collateral and advertising (Reveal Computer Products).

## INTERESTS

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- Composing and recording original music
- Filming and Video editing
- Fitness and Wellness
- Psychology

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*Andrea Luminati*