

## CONTACT ME

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[Alyvisualart.com](http://Alyvisualart.com)

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## EDUCATION

### MA Documentary Photography

Creative&Cultural Industries  
University of Portsmouth, UK 2018

### BA (Hons)

#### Theory and Techniques of Visual Multimedia Communication

Academy of Fine Arts IT 2013  
★ Research Placement Universidad  
Complutense Felipe II, Madrid, ES 2013  
★ LLP Erasmus > University of Salford,  
UK 2010

### Diploma Decorative Painting

Picasso Art Institute of Palermo,  
IT 2007

## SKILLS

Asset Management  
Problem Solving  
Critical Thinking  
Digital Project Management  
Forward Thinking  
Research  
Task management  
Asset Archive Administration  
Visual Analysis  
Public Relations  
Photo&video Editing(Pr/LrC/Ps/Id)  
Print and digital  
WordPress  
Social Media Campaign  
Google Analytics  
Equality and Diversity  
Exhibitions and Events  
Time Management  
Article and Blog Writing  
Artificial Intelligence  
GDPR for Audiovisual and Photo  
IG, TikTok, and much more

## LANGUAGES

Italian Native  
English Academic/Professional  
Spanish Conversational

## AWARDS

I-mode Vision 2009  
Multimedia Art Festival

## REFERENCES

Available upon request

# ALICE CASTIGLIONE

## Creative Project Management and Multimedia Communication

Multimedia communicator and Creative PM specialised in visual culture. 10+ years of experience in theory and techniques of visual multimedia communication, managing initiatives within the independent, profit, non-profit, public and private sector. With a background in Fine Arts, I help clients to communicate their cause powerfully. I worked both in large and small teams or as a solo managing projects from concept up to final delivery. If you need training, count on me! I have experience in TA/Tutoring and workshop delivery!

## SELECTED RELEVANT EXPERIENCE

**1.8.2022/ 7.9.2022 - Freelance Senior Multimedia Project Manager - Hogarth Worldwide** - Big tech company client **advertising** campaign. Successfully managed and delivered a large tech company client advertising campaign. Streamlined workflow to ensure materials were released in line with timeline and deadlines. Ensured smooth, high-quality execution of visuals and overall client satisfaction.

### 19.1.2022/ 07.06.2022 - Multimedia Project Admin - Girlguiding

Ensured GDPR and consent compliance within multimedia operations. Successfully maintained Digital Asset Management System (DAMS). Managed and optimised Girlguiding's digital asset archiving & library maintenance. Images research for national newspaper publications.

**1.2021/6.2022 - Freelance Multimedia Project Manager - Rock&Art Cultural Outreach** - Orchestrated company strategy, objectives and targets. Developed mission statement and vision to align with company goals. Optimized visual structures for increased engagement. Acted as primary representative of organisation. Advanced ethical language and practice in communication. Built strong relationships with stakeholders

10/25-28.11.2020 **Freelance Multimedia International Event Designer**  
Designed, produced, advertised and delivered HER|visual|STORY Transnational Photography digital festival. at ONG femLENS

August 2020 - **Founded Alyvisualart.com - Freelance - Photography and visual communication services.** Webzine and printed material creation. Emotional engagement: I aim to give each project its individuality with the aim of emphasizing its emotional component to its maximum potential.

2018 - Present - **Eco Internazionale Newspaper - PIVOTAL ROLE** Crafted comprehensive social media strategies, driving growth and engagement. Applied visual analysis to refine marketing campaigns. Represented the company in high-profile virtual and in-person PR events. Managed content creation using Wordpress CMS. Wrote journalistic pieces to heighten brand presence. Mentored junior members on digital marketing fundamentals

02-09/2018 - **Public event project management and design - Transfeminism: Art°Identity°Movement°** - Cultural project delivered to the **Municipality of Palermo** in occasion of the **Cultural Summer Program**. Managed all the steps, from the call to the advertising campaign, to the physical delivery.

## VOLUNTEERING EXPERIENCE

- femLENS NGO
- Whitworth Art Gallery
- Manchester Art Gallery
- Volunteer collaboration with Chiara Ludolini, VTA of Manchester Museum
- EU Youth Development Program - Breaking Barriers