

**born** in Naples on March 17th 1986  
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# ANDREA STEFANELLI

## EDUCATION

2009: **Communication Degree** at La Sapienza - University of Rome  
Thesis on “**Advertising Theories and New Digital Application**”

2010: First Level Master at Fondazione Accademia di Comunicazione Milan in **Copywriting and Digital Advertising**

## EXPERIENCE

From January 2011: Copywriter @ Profero / Plan.net Milan

**Main clients: IKEA, Lufthansa, Spontex, Johnsons's Baby**  
Award: **INTERACTIVE KEY AWARD**

From November 2012: Digital Copywriter @ Wunderman Milan.

**Main clients: Nokia, ENI, Microsoft**

From October 2013: Content manager & Social Media Strategist  
@ Interlinguals Amsterdam - Language marketplace interlinguals.com

From June 2014: Digital Senior Copywriter e Social Media Strategist  
@ Mutado Milan **Main Clients: Carrera, L'Oreal, Ferrari**

From May 2016: Digital Senior Copywriter, Social Media Strategist  
@ Caffeina Parma - Team Lead

**Main Clients: Parmalat, Santàl, CHEF, Enel**

From March 2018: Head of Communication & Marketing  
@ osteocom - The Dental Learning Platform osteocom.me

From May 2019: Freelance Digital Communication Specialist &  
Creative Strategist

**Main Clients: osteocom, Birrificio Gregorio**

## SKILLS



English: Advanced Level - fluent in written and spoken.  
Spanish: Basic Level - Fluent in reading



Adobe Suite: Basic Level

Social Media Management tools: Advanced Level

Analytics tools: Advanced Level

e-mail marketing tools: Advanced Level