



## Mauro Feliziani

### ABOUT ME

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I'm an experienced Creative Director with a demonstrated history of working in the marketing and advertising industry and since this year I'm also a passionate Contract professor of Design for Public Interest Communication at Sapienza University in Rome. As a strong arts and design professional skilled in creative strategy, creative writing and art direction, I'm constantly looking for new ways to use my skills and passion for greater good. Helping my country to communicate better – creating a deeper and easier connection between state and citizen – and teaching to young students the possibilities of changing the world while doing this job properly – has been giving my career higher purpose and impact.

### TEACHING EXPERIENCE

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[ Feb 2021 – Current ] **Contract Professor at DCVM - La Sapienza, Roma**

Since 2021 I've been teaching a module on Graphics for Public Utility (6 cfu) – now renamed Design for Public Interest Communication – to the students of a Master's Degree Course in Design, Multimedia & Visual Communication (English CV) of the Faculty of Architecture at Sapienza University in Rome.

During the course, students have been working on real briefs, meeting guests from Public Administration (Comune di Roma - Zètema; MAXXI), NGOs (Amnesty International Italia; Famiglie Arcobaleno; Unicef) and companies engaged in Brand Activism (Disney; Lush).

[ 2015 – 2019 ] **Professor at Mands - Master and Skills**

Taught several modules of the Master in **Web, ICT & Digital Culture** by Mands Master and Skills, in partnership with MEMOTEF (Methods and Models for Economics, Territory and Finance) Department at Sapienza University of Rome (Economy Faculty)

Modules: *Online Advertising, Content Marketing, Social Media Marketing, Marketing Strategy and Branded Content.*

Academic years: *2016/2017, 2017/2018 and 2018/2019*

Link: <https://masterandskills.com/>

[ Aug 2018 – Sep 2018 ] **Lecturer at IED - Istituto Europeo di Design, Milan**

Held a conference titled "Human Communication - Inclusivity in the world of brands" at IED - Istituto Europeo di Design, Milan, during the IED SQUARE 2018



## WORK EXPERIENCE

[ Aug 2017 – Current ]

### **Creative director**

**Arkage (Artattack Group)** <https://www.arkage.it/en>

**Address:** Vicolo della Frusta 8, 00153, Roma, Italy

Managing the team for the creation of brand identities, integrated campaign (print, video, radio, outdoor, web), digital and social media content, websites and events.

Overseeing the whole creation process, from the briefing to the first strategic meeting, passing through brainstorming sessions and internal revisions up to the final presentation.

Pitching the designs and creative proposals of the team to the client.

Overlooking the whole production phase of photo and video shooting, from the first PPM to the set.

Tutoring junior creatives (copywriters, art directors, designers and video-makers)

Recruiting new creative talents.

**Clients:** Mercedes-Benz Italia, BNL Gruppo BNP Paribas, Original Marines, Lega del Filo d'Oro, +Europa, Fondazione Umberto Veronesi, Amnesty International, Save the Children, Telehon, Anas, Uber, Carrefour, Esselunga, Wycon, Luxottica.

[ Dec 2010 – Aug 2017 ]

### **Client creative director | Senior copywriter**

**ARTATTACK - native adv**

**City:** Rome

**Country:** Italy

Copywriting for print, outdoor, radio, video, websites, blogs, mobile apps, social media and events.

Creation of creative strategy and team coordination on projects for specific accounts.

**Clients:** Medecins Sans Frontieres, Amref, Save the Children, Lav (Lega Anti Vivisezione), Greenpeace, ActionAid, The Walt Disney Company Italia, Universal Pictures International Italy, Rai, Giunti Editore, Fiat, Ford Italia, Wolters Kluwer, Hasbro.

[ Mar 2007 – Jan 2011 ]

### **Advertising copywriter**

**Art Attack Adv**

**City:** Rome

**Country:** Italy

Copywriting for advertising campaign, both ATL and BTL materials, websites and social media.

**Clients:** *Universal Pictures International Italy, Embassy of Colombia, GXT, Sisal, Toscano Immobiliare, Silvana Editoriale.*

[ Jun 2006 – Mar 2007 ]

### **Seo copywriter**

**SuiteCom**

**City:** Rome

**Country:** Italy

SEO oriented copywriting in English language for lifestyle articles and blog posts.

Creation of software tutorials.



## EDUCATION AND TRAINING

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[ 2000 – 2006 ]

### Master's Degree in Communication Sciences

**Sapienza University of Rome** <https://www.uniroma1.it/en/pagina-strutturale/home>

**Address:** Piazzale Aldo Moro 5, 00185 , Rome, Italy

**Final grade:** Final grade 110 out of 110, summa cum laude

**Thesis:** ADVERTISING. New art form | Form of new art

[ 1994 – 2000 ]

### High School Certificate

**Classical Studies High School "G. De Sanctis"** <https://www.liceodesanctisroma.edu.it/>

**Address:** Via Cassia 931, 00189, Rome, Italy

**Final grade:** 100 out of 100

## SOCIAL AND POLITICAL ACTIVITIES

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[ 2011 – 2020 ]

### Co-Founder of CondividiLove Rome

Together with three other creatives/activists, I created the social media project "CondividiLove" to engage a greater audience in the fight for marriage equality in Italy, producing several social awareness videos and prints on LGBT+ subjects. As "CondividiLove" we also join the group of associations organising the Pride parade in Rome in 2013 and in 2014. For Roma Pride we created and developed integrated campaigns, covering both traditional media and social media with dedicated storytelling about real people joining the parade.

In 2015 we created and managed the national campaign for Onda Pride (reuniting all local pride parades in Italy) with the claim "It's Human Pride". In 2015-2016 we created and manage the campaigns #LoStessoSì and #Svegliatitalia supporting the Civil Unions Law. We won.

From 2016 to now we support LGBT+ ong and activists that need our help on sending out their messages.

In 2020 we got back to help Roma Pride for a Pride campaign during lockdown.

**Link:** <https://www.facebook.com/condividilove>

## LANGUAGE SKILLS

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**Mother tongue(s):** Italian

**Other language(s):**

**English**

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## DIGITAL SKILLS

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Windows macOS Android iOS Operating Systems | Microsoft Office | Google Apps for Business | Acrobat Bridge | Acrobat Reader



## COMMUNICATION AND INTERPERSONAL SKILLS

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### Public speaking and pitching

Great confidence in speaking to small and big audiences both in Italian and English language, developed through years of meeting with executive levels of the client companies during all project phases, teaching in master classes or as a relator in business conferences.

## MANAGEMENT AND LEADERSHIP SKILLS

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### Team leadership and reliability

Demonstrated skills in managing cross-functional teams (video, offline, online) and in mediation between the clients and the agency.

## HONOURS AND AWARDS

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[ 2016 ] **CILD Award for Civil Freedoms 2016 Awarding institution: CILD**

As activist and co-founder of CondividiLove, I was awarded with the CILD Award for Civil Freedoms 2016 by CILD (Coalizione Italiana Libertà e Diritti Civili - Freedom and Civil Rights Italian Coalition).

[ 2015 ] **San Bernardino Prize - For socially responsible advertising Awarding institution: Premio San Bernardino**

As creative director of Arkage I received a "Premio San Bernardino - Per la pubblicità socialmente responsabile" (San Bernardino Prize - For socially responsible advertising) in the No Profit category in 2015 with the video #AndareLontano created for Telethon, showing the first day of school of disabled and non-disabled kids.

## PUBLICATIONS

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[ 2019 ]

### [Annual della Creatività 2019 / Annual degli Eventi 2019 / Annual degli Eventi 2018](#)

Here's a list of publications where my work got listed lately:

- Annual della Creatività 2019, Adc Group
- Annual degli Eventi 2019, Adc Group
- Annual degli Eventi 2018, Adc Group

Articles about my works in Arkage got often released on trade magazines such as DailyMedia, Engage and MediaKey.

From 2012 to 2014 I was a contributor for FAMO, a free-press magazine about art, photography, fashion design and music.