Curriculum Vitae

Alessandra

Italy

+ 39 327 909 3011

alessandra.gmancini.info@gmail.com

alessandragmancini

SKILLS

Brand Design Leadership & Visual Identity

Creative strategy
Conceptual direction
Visual identity systems and brand guidelines
Brand-focused graphic design
Art direction
Typography, layouts, and compositions
Font and colour management
Design templates and scalable brand tools
Photo and video shoot oversight
Multimedia development (print, digital, video)

Marketing Design & Integrated Advertising

Design of marketing materials and brand assets
Integrated online and print advertising
Paid media advertising (Instagram, Facebook, LinkedIn)
Campaign development and execution
Promotional conceptualization
Direct mail and newsletters
Retail experience and in-store brand activation

Team Leadership & Global Collaboration

Leadership, mentoring, and coaching of design teams
Staff inspiration and training
Production oversight and prioritization
Cross-functional communications
Cross-functional collaboration with internal teams and external partners
Presentations and stakeholder alignment

Project & Campaign Management

Campaign and project management
Budget management
Timeline and delivery management
Coordination and communication among stakeholders
Customer marketing strategy

User Experience, Research & Performance

User Experience Design (UXD) testing
Application of user research and feedback
Data analysis and performance tracking
Insight-driven design optimization

Print, Digital & Experiential Production

Brochures, e-brochures, and e-magazines
Billboards and video content
Magazine and newspaper ads (print & digital)
Posters and signage
Collateral materials
Newsletters

Emerging Technologies & AI Tools

Applied use of AI tools for creative production, ideation, and workflow optimization
ChatGPT
Gemini
Claude
Sora

Technical Skills

Systems

macOS

Design & Productivity Tools

Adobe Creative Suite
(InDesign, Illustrator, Photoshop, Adobe Express, etc.)
Canva
Microsoft 365

Languages & International Experience

English
French
Italian
Spanish
International and multicultural work experience

RECOGNITION

Top Finalist

Best International Access Initiative

"I Am Ireland" Campaign

(Air Canada Vacations)

Irish Tourism Industry Awards
Dublin, Ireland (2015)

EDUCATION

Professional Development, Leadership & Creative Education

AI Tools & Independent Learning

Independent study and applied practice in AI-driven creative technologies

ChatGPT · Gemini · Claude · Sora · Figma
Online, 2025–Present

Leadership & Executive Education

Leadership & Emotional Intelligence (EQ) — Certification Course
Concordia University, John Molson School of Business
Montreal, Canada, 2013

Leadership & Strategic Management — Certification Course
Concordia University, John Molson School of Business
Montreal, Canada, 2012

Professional Certifications

Disney Institute
— Professional Development Courses in Leadership, Service Excellence, and Employee Engagement
Montreal, Canada, 2016

Travel Counsellor Certification
ACTA – Association of Canadian Travel Agencies
Montreal, Canada, 2014

Marketing, Advertising & Fine Arts

Independent Study Courses
University of Montreal, Faculty of Marketing, Communication and Fine Arts
Montreal, Canada, 1997

Graphic Communications

Diploma in Graphic Communications
The Quebec Institute of Graphic Communications
Montreal, Canada, 1995

Alessandra

AIR CANADA VACATIONS

A division of Air Canada

Air Canada Vacations is a leading leisure travel company offering a wide range of vacation packages worldwide. It operates as a division of Air Canada, Canada's largest airline, employing over 10,000 people globally.

Manager, Creative Design Services

Montreal, Canada
Jan. 2005 to Dec. 2018

Head of a department of 7–12 personnel, including graphic designers, computer graphic designers, creative copywriters, and project coordinators.

Create, develop, and implement original, fresh, impactful, and effective advertising campaigns to increase the company's market presence and brand awareness across multi-channel platforms, facilitating meaningful customer engagement.

Plan, manage, and execute targeted marketing and communication strategies to influence, attract, and retain diverse audiences through online campaigns on websites and social media (Facebook, Twitter, Instagram, LinkedIn), as well as print and digital advertising (digital billboards, newspapers, posters, marketing emails, digital videos, TV advertising, company newsletters, event sponsorships, etc.).

Collaborate strategically with the marketing department to develop effective and consistent brand exposure across all touchpoints (logos, websites, packaging, promotional materials, etc.).

Participate in and influence online communications across social media platforms, including Facebook, Twitter, Instagram, and LinkedIn.

Implement brand strategy across all departments by creating and overseeing promotional and visual strategies for Marketing, E-commerce, IT, Communications, and Product teams.

Plan and execute all communication materials and project-related initiatives to reinforce flagship brand presence, including brochures and promotional catalogues.

Apply company marketing, PR policies, and brand guidelines consistently across all communications.

Supervise all design projects and materials to ensure alignment with visual and written brand guidelines.

Develop content concepts for media, articles, photography, video, and infographics to clearly communicate key messages.

Provide competitive positioning strategies to define and strengthen product visual identity in large consumer markets.

Act as a communication specialist and advisor to various departments as needed.

Review internal processes and recommend improvements to support business growth and operational efficiency.

Update and manage digital applications to enable users to network, share, and access valuable information.

Adopt effective internal communication strategies to improve employee engagement and reinforce core values through newsletters, internal memos, company magazines, intranet platforms, and sustainability initiatives.

Participate in forums focused on corporate best practices and develop toolkits to support industry standards.

Provide artistic direction during annual photo shoots to produce exclusive visual assets for year-round use, coordinating with photographers, casting agents, and vendors, and approving final deliverables.

Maintain quality control (layout accuracy, conceptual execution, press approvals) throughout all phases of campaign execution.

PROFESSIONAL EXPERIENCE

— CORPORATE — *CONT'D*

LA SENZA

Former division of Victoria's Secret

La Senza Corporation is a Canadian fashion retailer with stores across Canada, the USA, and internationally.

Creative Director

Montreal, Canada
Dec. 2001 – Nov. 2004

Led the creation and execution of all graphic and visual design projects across La Senza brands, including La Senza International and La Senza Girl. Oversaw internal photoshoots, video editing, and the production of magalogs and catalogs, driving sales growth through effective in-store marketing and media strategies while significantly improving the quality and consistency of corporate and marketing collateral.

Restructured the graphic design department by implementing a cross-departmental project management system that exceeded targets for efficiency, accountability, and quality assurance. Recruited and managed graphic designers, computer graphic designers, freelancers, and external advertising agencies to support brand and campaign execution.

DRAFT FCB

(Foote, Cone & Belding)

One of the world's largest global advertising agency networks.

Art Director

Montreal, Canada
May 1999 – Nov. 2001

Developed a wide range of creative executions across campaigns, organizing and presenting creative concepts to clients and collaborating closely with cross-functional teams to communicate product messages effectively.

Managed illustrators, photographers, retouchers, science bureaus, computer design staff, editors, writers, traffic, and account executives to ensure the highest quality output within tight deadlines. Maintained strict quality control across all phases of campaign execution, including layout accuracy, conceptual integrity, and press approvals.

PROFESSIONAL EXPERIENCE

— INDEPENDENT / FREELANCE —

IDEA DISEGNO

MARKETING & DESIGN

My Own Agency

Boutique agency specializing in brand strategy, marketing, and creative direction.

Creative Director | Marketing Advisor | Project Leader | Graphic Designer

Canada, Italy
Dec. 2010 – Present (2026)

Founder and Creative Director of a multidisciplinary agency providing strategic consulting services in marketing, communication, and brand development for international clients.

Lead the development and execution of brand strategies that support business growth across multiple markets, overseeing visual identity systems, advertising campaigns, and integrated communication initiatives. Deliver end-to-end creative solutions spanning print, digital, video, experiential, and event-based activations, ensuring consistency, quality, and alignment with brand objectives.

Partner closely with clients to translate business goals into clear, impactful brand experiences, supporting sales growth through advertising, promotion, PR strategies, digital content, and event planning. Manage projects from concept through execution, coordinating internal teams and external partners while maintaining high creative and production standards.

Drive long-term brand value by combining strategic thinking with hands-on creative leadership, delivering scalable solutions tailored to diverse industries and international audiences.

ADVERTISING AGENCIES AND CLIENTS

Graphic Designer | Project Leader

Montreal, Canada
1993 – 1997

Designed and developed corporate identities, brands, logos, and early digital experiences, overseeing projects from concept through execution and defining the overall visual look and feel.