



# CURRICULUM.VITAE

## PERSONAL INFORMATION

First name / Surname **Nicola Armellini**  
Address via Costa 8  
27058 Voghera (PV), Italy  
Mobile +39 339 42 67 566  
E-mail n.armellini@gmail.com  
Nationality Italian  
Date of birth 11 March 1982  
Gender Male

## WORK EXPERIENCE

Dates 25 May 2010 - Present  
Position held **Executive Editor**  
Main activities and responsibilities A blog about social media, web design and trends (with around 55,000 subscribers). The relaunch took place in the end of May.  
Employer **Work Up (<http://woorkup.com>)**  
Type of business Internet, Blog  
Italian to English article translation.  
Content editor.  
Strategic planning.

Dates 16 March 2010 - Present  
Position held **Account and Social Media Advisor**  
Main activities and responsibilities Client relationship.  
Project management for web development.  
Social media management and planning.  
Project and strategy presentation.  
Currently working on projects for:  

- L'Oréal Italy
- COTY Inc.

  
Employer **Interzone Comunicazione Srl**  
via Panizza 5, 20144 Milano (MI)  
Type of business Communication, Web, Events

Dates 1 Jul 2008 – 15 March 2010  
Position held **Brand Manager**  
Main activities and responsibilities Development management support.  
Project management.  
Licensing management.  
Marketing management.  
Product and strategy presentation.  
Personally promoted and supported the launch and the long term strategy for Milestone blog (<http://blog.milestone.it>)

	Latest projects:
	<ul style="list-style-type: none"> <li>• WRC (2010) pre-production stages</li> <li>• SBK@X (2010)</li> <li>• Superstars@ V8 Next Challenge (2010)</li> <li>• Superstars@ V8 Racing (2009)</li> <li>• SBK@09 (2009)</li> <li>• SBK@08 (2008)</li> </ul>
Employer	<b>Lago Srl / Black Bean Games (Leader Spa)</b> via Adua 22, 21045 Gazzada Schianno (Italy)
Type of business	Entertainment (Videogame Publishing)
Dates	03 Sep 2007 – 30 Jun 2008
Position held	<b>Product Manager</b>
Main activities and responsibilities	Stock and marketing management for various foreign publishers fully distributed in Italy.  Some publishers I've managed directly: <ul style="list-style-type: none"> <li>• Eidos</li> <li>• City Interactive</li> <li>• Nobilis</li> </ul>
Employer	<b>Leader Spa</b> via Adua 22, 21045 Gazzada Schianno (Italy)
Type of business	Entertainment (Videogame Distribution)
Dates	2004 - 2005
Position held	<b>Freelance Graphic Artist</b>
Main activities and responsibilities	Graphic design and layout implementation for small website projects.
Employer	<b>Jumpzero (self-employed)</b>
Type of business	Web Design and Development

## EDUCATION

Dates	2005 - 2008
Title of qualification awarded	<b>Master's degree in Television, Cinema and Multimedia Production</b>
Name and type of organisation providing education and training	Libera Università di Lingue e Comunicazione IULM (College) Milano (Italy)
Thesis	<i>"Cinema and Videogames: the Redefinition of Actor, Author and Spectator"</i>
Level in international classification	ISCED 5
Dates	2001 - 2005
Title of qualification awarded	<b>Bachelor's degree in Communication Science and Technologies</b>
Name and type of organisation providing education and training	Libera Università di Lingue e Comunicazione IULM (College) Milano (Italy)
Thesis	<i>"Digital Art and Virtual Communities: deviantART"</i>
Level in national or international classification	ISCED 5

## SKILLS.AND.COMPETENCES

Mother tongue

**Italian**

Other languages

Self-assessment

*European level (\*)*

**English**

**French**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
B1	Independent user	B2	Independent user	A2	Basic User	A2	Basic User	A1	Basic User

(\*) [Common European Framework of Reference \(CEF\) level](#)

Social skills and competences

Passionate and motivated, with a strong focus on getting things done the right way. I like to create a friendly and proactive environment with partners and colleagues to easily find solutions to any kind of situation.

Organisational skills and competences

**Web project management:** clear understanding of web dynamics and management of a team of professionals (art and development) on "unlikely" deadlines;  
**Development management support:** following the development process from start to end working closely with producers granted a deep understanding of processes and technical possibilities and constraints;  
**Project management:** working under pressure on extremely tight deadlines while keeping focused on the final result;  
**Licensing management:** managing relationships with extremely different types of licensor worldwide and working for a common shared goal;  
**Marketing management:** exploring possibilities to reach the best possible results with limited budget;  
**Product and strategy presentation:** ideas and facts conveyed with strong and appealing messages and information.

Computer skills and competences

**Visual production:** Adobe Photoshop, Autodesk 3DS Max (basics), Adobe Premiere (editing)  
**Audio production:** Cubase/Nuendo, Logic  
**Web Languages:** HTML, CSS  
**Office packages:** Apple iWork and Microsoft Office

Driving licence(s)

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## ADDITIONAL.INFORMATION

Personal Interests

Listening, playing and writing music. Attending concerts and gigs.  
 Photography.  
 Social networking.

Additional Contacts

LinkedIn Profile: <http://it.linkedin.com/in/nicolaarmellini>  
 Work Up: <http://woorkup.com>  
 Twitter: <http://twitter.com/niph0>  
 Facebook Profile: <http://facebook.com/niph0>  
 Personal Blog: <http://www.jumpzero.com/niph0>