



Adriano Marrocco

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Summary

Specialized in all New Media activities, including WebSites, B2B, B2C, Intra&ExtraNet, Web Games, Mobile Games, Mobile Channel, Cross Platform projects, Social Networks, Motion Design, Cd-Roms, Sound Design.

Specialties

- More than 9 years experience in Communication
- More than 7 years experience in Creative Direction of New Media Departments
- Leadership capabilities in building teams, strategizing, and implementing workable marketing plans
- Managing internal creative department as well as external agencies
- Determining the technology needs to accomplish the organization's marketing&business objectives
- Ability to find innovative and creative solutions
- Internet Visionary
- Attitude to problem solving
- Sound Designer

Currently in Dolce&Gabbana I'm in charge of all that concern the Creative Direction of New Media activities, working from the definition of the guidelines for the Brand Sites to the special events online projects, briefing external agencies and the internal department about the creative ideas for instore and online videos. In addition I'm working on mobile apps (iPhone - Android - iPad) and the ecommerce project (defining the design, the style of the shooting, castings according with the product designers, newsletters etc...)



Experience

Interactive Creative Director of Group Digital Marketing & Communication at Dolce&Gabbana

September 2009 - Present (10 months)

Art Director at Swide.com

December 2008 - Present (1 year 7 months)

Sound Designer at Dolce&Gabbana | Swide S.r.l.

April 2007 - Present (3 years 3 months)

Sound designer for special projects like videos, websites, pre-show diaries, mobile apps...

Interactive Art Director of Group Digital Marketing & Communication at Dolce&Gabbana

April 2007 - September 2009 (2 years 6 months)

Creative Director at Quadrante S.r.l.

September 2005 - April 2007 (1 year 8 months)

As Interactive Creative Director I worked for many international brands such as: RAS, Unicredit, Citroën, Volvo, Lamborghini, Dolce & Gabbana, Vicini, Giuseppe Zanotti, Berti Pavimenti, Reed Business Group, Editalia, Benelli, Custom Line Yachts - Ferretti Group, CRN Yachts, British America Tobacco, Icaro, Gruppo Marazzi, Beta Tools.

I was in charge of the concept creation for the communication, marketing or service project and define the guidelines – working with the client – for the content and the functionalities, for the quality control and has to guarantee the coherence with the main objectives shared at the beginning of the design.

Senior Web Designer at Quadrante S.r.l.

November 2004 - September 2005 (11 months)

Web sites, B2B, B2C, Intra&Extranet, Web Animation, Banners ADV, Sound Design

Sound Designer at Editate

January 2003 - April 2005 (2 years 4 months)

Creative Director at Lineabase.com

February 2002 - June 2004 (2 years 5 months)

Links:

www.dolcegabbana.it

www.swide.com

www.adrianomarrocco.com

www.behance.net/adrianomarrocco

www.youtube.com/adrianomarrocco