



ROBERTA ALESSANDRINI

PLACE I CALL HOME
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CONTACTS
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born in Angera (VA)
on 24/04/1980
Italian citizen
DL+personal car.

I'm available to travel extensively.

2013 - DITALS1

Teacher of Italian as a foreign language for University Students and Adults. Certificate - University of Siena

PAPERS PUBLISHED
25/05/2017 - ESNE MADRID:



"Teaching in the startup era: a lean approach". Publishing + discussion at International Conference on Innovation in Design Education" cidd.esne.es

GOALS



I've developed a lateral approach to projects and new biz. I'm used to define, check and implement strategies, to coordinate and train big teams, to create guidelines and study programs for online and offline lectures. I'd like to join an exciting environment, share my know how, inspire curiosity and keep on learning.

LANGUAGES

- ITALIAN
- ENGLISH
- FRENCH
- GERMAN

SOFTWARES

- OFFICE
- ILLUSTRATOR
- TRELLO - ASANA - PIPEDRIVE - SALESFORCE
- INDESIGN + PHOTOSHOP
- WORDPRESS
- VIDEO EDITING + CAD

INTERESTS

- YOGA
- FASHION - DESIGN - ARCHITECTURE
- GRAPHIC NOVELS
- TENNIS
- BALLET

I SEE MYSELF AS

- CURIOS
- PROACTIVE
- CREATIVE
- FLEXIBLE

LATEST EXPERIENCES WITH CORPORATE CLIENTS

2019/20_MOLESKINE Set up Strategies and Guidelines for the latest Visual Merchandising Book editions, Wholesale and Retail: editing of content, sketches, guidelines, A/B test in moke up store.

2018/19_SINTEKS BAKU (distributor of almost all fashion brands in Azerbaijan, owner of Emporium, Bisques, Scoop and Albatross stores)_Editing of 5 VM Books: concept, illustrations, contents, layout for every store and every department of Emporium (Home, Tech, Kids, Jewellery, Woman, Man, Joung)

2017_MCS Media_Corporate image/Illustrator, concept and design of the annual billboard (competition won) and all graphic materials (printed and digital) of "Storico Carnevale di Ivrea".

2017_OVS with ISPIRA Ltd._ VM Consultant and Store Manager Trainer. Presentation of a document featuring a deep analysis of present benchmark/case histories of international VM, in a comparison with the client's new format, at OVS annual conventions with a total audience of around 600 store managers. Organisation of a competition/team building.

2016_SAMSONITE Brussels_Editing of Worldwide VM Book: concept, shooting, contents, layout.

ME IN AN EXECUTIVE SUMMARY

When I was young and foolish, the fashion world sky-rocketed me in a fast and exciting world. Designing windows, setting up show rooms, managing fairs and suppliers, training sales assistants during store openings has been my bread and butter for years. When I started working as a freelancer, I've been asked to teach: pushing students and colleagues to the next level payed me forward even more. I've worked for big companies both as an employee and as a consultant, then founded an IoT startup to get to know the new economy. I've learned lots of new skills and decided to be back to training and consultancy with a new approach. I'm proposing new ways to involve students and corporate teams into new (or stuck) projects with disruptive methods, and yoga is just one of them. [in](https://www.linkedin.com/in/robertaalessandrini) www.robertaalessandrini.com
bit.ly/robertaalessandrini

EDUCATION_I love studying so much...

- 1999**_ Maturità Linguistica, 100/100.
- 2001**_ Fashion Designer certificate KOEFIA, Rome.
- 2002**_ Post-graduate course ART DIRECTOR CORPORATE IMAGE, Camera Nazionale della Moda, Milan.
- 2002**_SHOP VISION, Domus Academy, Milan. Scholarship won. New retail scenarios. Lecturers: Cibic, Silvestrin, Novembre, Morace, Bucci.
- 2004**_ PRODUCT DESIGNER, Asfora, Chieti. (sw cad: Rhino).
- 2005**_ CARTOON EXPERT Magica , Rome. Animation, Comics History, concept design, layout, storyboarding, 3D modelling +animation (Maya) and editing (Avid).
- 2008**_ INTERIOR DESIGN FOR RETAIL_Central Saint martins, London Short course to update my know how in Retail Design.

...that I've never stopped..

- 2011**_ PATTERN MAKING FOR BAGS _with an artisan.
- 2012**_ MUSEUM EXHIBITION DESIGN _Workshop at Accademia di S.Luca, Rome.
- 2014**_ INNOVATIONLAB _intensive training for startupper: from the lean canvas to biz model/plan, creative process to disruptive ideas, funding, scrum method, communication in the digital era. At the end of it, I founded Filo, an innovative startup.
- 2016**_ RYOGA_Yoga Teacher Training - Ashtanga - 200 hrs - certified teacher Yoga Alliance. +30h YTT Rocket Yoga (It's Yoga)
- 2018**_ DISEGNARE SCRIVENDO _Workshop @Maxxi Hatem Imam
- 2018**_ LEM_ LEAN ENTERPRISE MANAGEMENT _Techniques to start and manage a business in a lean/agile way.

LATEST EXPERIENCES AS A RETAIL TRAINER AND LECTURER

2018/19_VALMONTONE OUTLET_Corporate Retail Trainer for the whole team of brands' store managers.

2018_TRENITALIA_Mentor at Innovate corporate events for biz ideas (my team won the final competition and their project is now on air, it allows travellers to switch seat and catch trains previously intended as full!)

2018_SINTEKS BAKU_Retail Trainer for store managers and mistery shopper with evaluation.

2011/PRESENT_ACCADEMIA ITALIANA and IED Rome (Master), _Lecturer (Italian and English classes, 3 yrs degree MIUR course) of Fashion Marketing (fundamentals of branding and corporate image), Theory and history of Style, Business Project, Visual Merchandising.

2012/PRESENT_AUBURN UNIVERSITY. Private tours or international study abroad students, focused on italian fashion brands, store design and merchandising fundamentals.

2005/PRESENT_CONFESERCENTI_Lecturer, courses of VM and Retail Management with a technical/practical approach for Store Managers (more than 15 classes).

2017_IED Rome_Corporate Yoga Trainer.

2017/PRESENT_J.CABOT UNIVERSITY, Mentors for growth Program **ACCADÉMIA BELLE ARTI RIPETTA, RICHMOND, ST.JOHN'S University, ESNE Madrid**_Visiting Professor.



2015/2017 **EXPERIENCE AS A STURTPPPER AND FOUNDER OF FILO SRL.** www.filotrack.com

After having attended Innovaction Lab, an intensive training, I founded together with 3 partners this innovative startup part of Luiss Enlabs acceleration programme, that received its first funding from LVG. We launched a stylish, made in Italy Bluetooth tracker for valuables. I've been a working partner for 2 years, dealing with corporate communication, international announcements, presentations and pitching to investors, Project Manager of the branding dept: checking of suppliers/ production/ progress/ logistic. Head of the Corporate biz Dept, conversion and relation with clients such as AirBnb, Cisco, EY, Accenture, IBM. Online and Offline marketing, contents, management and set up of events and fairs such as Maker Fair, PSI Dusseldorf, CES Las Vegas (logistic, suppliers, resources, travel). From July, 17, non-working partner and founder. Filo is now counting 20 employees and producing Tata, an Anti Abandonment Device for children in cars and has closed a round of investment for €2.5Mln

2013/2015 **EXPERIENCE AS A PROJECT MANAGER FOR POSTE ITALIANE_VISUAL U.P.**

Yes, this definitely sounds weird into this resumé, but it has been quite a lesson for me anyway. I felt like I missed something different from the fashion world and I was called by Poste out of the blue, while I was in Rio de Janeiro. They were looking for an external person to observe the actual situation of the Post Offices and manage a team of 126 people all around Italy with a terrific plan to make the front office look decent, make the communication stand and tidy up all documents in the back office. This included training, guidelines editing, KPI setting and checking, and choosing a top architectural studio for a new model of Postal Office. These 2 years made me getting to know procedures, understand where and why processes got stuck, motivate colleagues to get tangible results and payed me forward a lot. My work was highly appreciated but I left shortly after Filo was founded, cause I could not deal with both jobs. The new economy was calling me and I could not say no to a startup experience!

EXPERIENCE AS VISUAL MERCHANDISER, CORPORATE IMAGE CONSULTANT AND LECTURER

CLIENTS

2014 **LUBIAM** Retail Trainer, Mantova.
2011/2014 **IED MILAN** Lecturer: Styling, Vm, Retail Level6
2010/2013 **ACCADEMIA DEL LUSSO + ISTITUTI CALLEGARI** Lecturer Fashion Design, Vm and Retail.
2009/2012 **DIESEL** Marketing Dept. Visual merchandiser, Retail Controller, Window Design for the Wholesale Market and Showrooms during BE STUPID campaign.
2008/2012 **Zedcomm and San Polo Communication** Design of Graphic materials such as labels and digital invitation cards
2010/2011 **SIXTY** VM Consultant, store openings and VM Book editing for 3 brands.
2010 **FRAMMENTI AND BAMBOGIJ** retail designer.
2009 **OTTER MUSEUM** illustrator.
2005/2011 **TRUSSARDI** Visual Merchandising Consultant
2006/2009 **ZEIS EXCELSA** (MERRELL, BIKKEMBERGS, DOCKSTEPS STORES) Windows and POP design, suppliers management, instore set up, retail training, store openings.
2005/2008 **NIKE** Visual Merchandising Consultant
2004/2006 **SLOWEAR** Corporate Image and Visual Merchandising Consultant. (Design of set ups, model books, invitation cards, instore displays, hang tags, showroom set up.
2002/2004 **SIXTY** Visual Merchandiser for the European Market. Window design, VM books, set up of international fairs and show rooms, store openings.
2002 **FORNARINA** Stage Marketing Dept. Competitors Analysis

SKILLS LEARNT, THINGS DONE, GOALS ACHIEVED ALL OVER MY CAREER

ACTIVITIES

BRAINSTORMING to CREATIVE CONCEPT of windows, retail design and in-store materials. Sketiching, rendering, quote.
PROJECT Prototyping. A/B Tests, Survey, Feedback Analysis, Fixing. Suppliers' benchmark and management, logistic, set up.
GUIDELINES editing of layout, content, sketching, illustrations, of Visual Merchandising Book, Collection Books, Corporate Image materials, POP, OOH adv such as billboards, digital banners, website pages, newsletters.
ACCOUNT MANAGEMENT of B2C and B2B clients.
COMMUNITY MANAGEMENT Events, Corporate Gifts, Social Dinners, Workshops.
PRESENTATIONS design of effective and interactive presentations for clients, students, store managers, investors
STORE OPENINGS and FAIRS Management of Store Layout, suppliers, logistic, window and pop production, instore and window set up. Monitoring of sales metrycs and fixing of assortment and VM. Training and schedule of the team.
CORPORATE and RETAIL TRAINING. for corporates, store managers and sale assistants.
RESOURCES MANAGEMENT assignments of tasks, targets, feedback and proposals analysis, problem solving.
STARTUP MENTORING and TUTORING for new business ideas, management of teams and activity with Trello, scrum method, Lean techniques. From Competitor Analysis to MVP, from biz dev. to funding, from prototype to distribution. Brainstorming sessions to boost creativity and turn ideas into disruptive projects with a tailored strategy.
TEACHING at University: syllabus, programming, interactive presentations, in Italian and English, final project briefs, continuous follow up of students. Research (2 publications active from ESNE University Madrid on a Lean approach to teaching).

I hereby authorise the use of my datas or personal details to contact me directly or via recruiters.

updated May, 2020