



# LIVIA FIORETTI

Planificación y  
Redes Sociales

## PERFIL

Brasileña - Italiana, 24  
3 años de experiencia  
Barcelona

## CONTACTO

+34 697 242 692

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## IDIOMAS

Portugués



Inglés



Castellano



Italiano



## EXPERIENCIA LABORAL

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### STRATEGIC PLANNER @ OGILVY SÃO PAULO

Noviembre 2013 - Agosto 2016

Mis principales tareas fueron la investigación de tendencias, análisis de datos, análisis de la competencia y desarrollo de benchmarks, desarrollo de conceptos y presentaciones creativas, y seguimiento de los focus groups para los clientes de la agencia.

### PLANNER Y CONTENIDO @ LEALMENTE MKT DIGITAL

Agosto 2015 - Enero 2017

Desarrollo de estrategias y contenidos de Social Media para los clientes de la agencia.

### CRÍTICA DE CINE @ CINEMASCOPE

Julio 2013 - Today

Editora en Cinemascope, uno de los principales medios digitales alternativos de cine en Brasil.

### PRÁCTICAS EN SOCIAL MEDIA @ EUROPEAN BARTENDER SCHOOL

Noviembre 2016 - Junio 2017

Responsable de la estrategia y el contenido publicado en las páginas globales de Facebook, Instagram, Pinterest, Twitter y Snapchat

### PLANNER Y TRADUCTORA @ SAATCHI & SAATCHI LOS ANGELES

Febrero 2015

Freelance en un proyecto especial realizado en Brasil

### PRÁCTICAS COMO COPYWRITER @ OGILVY ACTION

Julio 2013

## EDUCACIÓN

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### POSTGRADO

#### COOLHUNTING, DISEÑO Y TENDENCIAS GLOBALES

ELISAVA, Escuela Universitaria de Diseño e Ingeniería de Barcelona

Postgrado enfocado en innovación y métodos de investigación para comprender aspectos socioculturales y actitudinales.

### UNIVERSIDAD

#### COMUNICACIÓN SOCIAL - PUBLICIDAD

Escola Superior de Propaganda e Marketing (ESPM)  
São Paulo, Brazil

Especialización en Comunicación Integrada y Estrategia



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## EXPERIENCIA EXTRACURRICULAR

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### MARATÓN DE PLANIFICACIÓN

Septiembre 2014

Semifinalista del Maratón de Planificación de ESPM-SP

### MARATÓN DE CREATIVIDAD

Septiembre 2013, Octubre 2014

Copy en dos Maratones de Creatividad de ESPM-SP

### CENTRO ACADÉMICO 4 DE DEZEMBRO

Abril 2013 - Diciembre 2015

Desarrollo de proyectos Sociales y Culturales para el Centro Académico de la Universidad

### VOLUNTARIA @ ONG MÃES DA PÁTRIA

Abril 2011 - Agosto 2016

Proyecto humanitario centrado en el empoderamiento y la salud de la mujer

## COMPLEMENTOS DE FORMACIÓN

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### Periodismo Cultural

Julio 2015

Universidade de Belas Artes - São Paulo, Brasil

### Guiones para películas y cortometrajes

Septiembre 2015

Escola São Paulo - Escuela de Economía Creativa

### Plataforma Wordpress

Octubre 2013

Escola São Paulo - Escuela de Economía Creativa

### El Cine: La Pintura en Movimiento

Octubre 2015

Museu da Imagem e do Som (MIS-SP)

### Stanley Kubrick - Estudio de la obra y el lenguaje

Abril 2015

Museu da Imagem e do Som (MIS-SP)

### Historia del Arte

Abril 2016

Museu da Imagem e do Som (MIS-SP)



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To the Lucky One Looking to Hire Livia:

Livia was the stand out star of the highly competitive Ogilvy & Mather intern recruitment program in 2013. Not only did she tough it out and thrive on the weeks of training, multiple interviews, and challenges – but she did so with an attitude of hard work, easy going'ness, and a collaborative team spirit. I was lucky enough to pull her onto my planning team which covered the Unilever and Pfizer accounts, working on brands such as Dove and Centrum.

It was quickly obvious that while very new to advertising Livia has a natural planning flair; her experience working as a cinema critique and as an avid blogger/cultural writer gives her a sensitive and inspiring style when it comes to working with creatives, and a challenging fresh perspective on planning tasks such as competitive analysis and cultural insight mining.

Despite being “only an intern” (!) she represented a lot more than that to me as she consistently punched above her weight, with an inexhaustible commitment to delivering her best work on time every time (even when briefed at the last second far too many times). “Drama Free” would be the best way to describe her.

For people beyond-Brazil considering Livia – I think it's helpful to know that intern positions in advertising in Sao Paulo are hugely competitive, Ogilvy & Mather was the world's most creatively awarded agency at Cannes 2013, and Livia's English is probably better than my own (!). I can't wait to see what Livia does next, she's a bright star with a brighter future.

If you have any questions, please feel free to drop me a line or call.

Thanks,

Mollie Hill  
mollie.hill@wk.com  
Ex-Planning Director Ogilvy & Mather Brasil  
Current Planning Director W+K Brasil



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To whom it may concern,

Livia Fioretti recently spent a week here at Ogilvy Action as an intern in our creative department and I am happy to write this letter of recommendation.

I am a senior writer on the team and Livia shadowed me throughout her week here. Livia was challenged to answer a difficult IT brief and showed a marked maturity and understanding of the challenge and how we might approach some exciting answers. In her thinking, she very quickly got to grips with the scope of our part of the marketing mix (integrated) and impressed me with her comprehension of the areas we could investigate within the scope of our brief.

Not only did Livia quickly grasp the brief's proposition, she also stuck to it doggedly throughout the week and didn't allow "mission creep" to happen, which is what I would have expected of 99% of interns in her position.

She was fun to work with, showing good humour, the good sense to let bad ideas die, and the insight to help half-ideas come to life. This all points to Livia having the mental capacity to think conceptually, rather than simply as a creative who executes to order.

From this, I'm confident that Livia has a maturity and human understanding beyond her years and a keen desire to develop as an advertising creative. I think she'd be a credit to any creative department and I'm only too pleased to recommend her as a driven talent with the maturity and humility to learn and deliver promising work.

Yours faithfully,

Piers Eccleston  
piers.eccleston@ogilvy.com