



LIVIA FIORETTI

**Strategic Planner &
Social Media**

PROFILE

Brazilian - Italian, 24
3 years of experience
Based in Barcelona

CONTACT

+34 697 242 692

liv.fioretti@gmail.com

[liviafioretti.wixsite.com/
portfolio](http://liviafioretti.wixsite.com/portfolio)

[linkedin.com/in/
liviafioretti](https://www.linkedin.com/in/liviafioretti)

IDIOMAS

Portugués



Inglés



Castellano



Italiano



WORK EXPERIENCE

PLANNING ASSISTANT @ OGILVY & MOTHER BRAZIL

November 2013 - August 2016

My main tasks were trend research, competitive reviews, desk research, develop benchmarks, data analysis, creative presentations, support the team and follow-up on researches / focus groups for the agency's clients

STRATEGY & CONTENT DEVELOPER @ LEALMENTE MARKETING DIGITAL MKTMARKETING DIGITAL

August 2015 - January 2017

Development of social media strategy and content for the agency's clients.

CINEMA CRITIQUE @ CINEMASCOPE

July 2013 - Today

Co-author of Cinemascope, one of the main alternative digital media focused on cinema in Brazil.

SOCIAL MEDIA INTERN @ EUROPEAN BARTENDER SCHOO

November 2016 - June 2017

Responsible for the strategy and content posted on the brand's global Facebook, Instagram, Pinterest, Twitter and Snapchat

PLANNER & TRANSLATOR @ SAATCHI & SAATCHI LA

February 2015

Freelance on a special project held in Brazil

COPYWRITER INTERN @ OGILVY ACTION LONDON

July 2013

EDUCATION

POSTGRADUATION

COOLHUNTING, DESIGN AND GLOBAL TRENDS

ELISAVA, Barcelona School of Design and Engineering
Barcelona, Spain

Post graduation focused on innovation and research methods to understand society, culture and behaviors.

BACHELOR

SOCIAL COMMUNICATION - ADVERTISING

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

Specialization on Integrated Communication and Strategy



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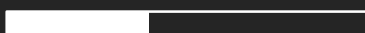
Inglés



Castellano



Italiano



EXTRA CURRICULAR EXPERIENCE

PLANNING MARATHON

September 2014

ESPM Planning Marathon Semifinalist - São Paulo, Brazil

CREATIVE MARATHON

September 2013, October 2014

Copywriter in two ESPM Creative Marathons

CENTRO ACADÊMICO 4 DE DEZEMBRO

April 2013 - December 2015

Projects in Social and Cultural areas Responsible for partnerships with local theatres, help in events and social projects between ESPM's students and impoverished children.

VOLUNTEER @ NGO MOTHERS OF OUR HOMELAND

April 2011 - August 2016

Humanitarian project focused on women's empowerment and health

COMPLEMENTARY COURSES

Cultural Journalism

July 2015

University of Fine Arts - São Paulo, Brazil

Scripts for Movies and Short films

September 2015

Escola São Paulo - Creative Economy School

Wordpress Platform

October 2013

Escola São Paulo - Creative Economy School

Cinema - The Moving Paintings

October 2015

Museu da Imagem e do Som (MIS-SP)

Stanley Kubrick - Study of work and language

April 2015

Museu da Imagem e do Som (MIS-SP)

History of Art

April 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