

Sam Sala

Art Director & Multimedia Designer

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ID
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About
My name is Sam.
I'm searching for an
interesting job opportunity
with possibilities to learn
and collaborate.
I am driven, hard-working
and good at multitasking.
My curiosity lies in working
with sound.

Studies
ISGMD University
Art Direction & Strategic
Communication.
Graduated Spring 2017.

Master in copywriting
ISGMD (2017 - 2018).

Interests
Playing drums, film
photography, music,
magazines.

Experience

Working on different projects
concerning communication within
the company: strategy, concept,
branding, website, packaging,
social media, video content.

Art Director Intern

"Otto di Cuori"

Milan - Feb/Nov 2016

Working with the company to
design their new brand identity
and all the declinations (merch,
printed ads on magazines,
gadgets, convention stands).

Multimedia Creative Freelance

"MV Agusta Motor"

Varese - Jan/July 2018

Creating projects for social media
during six months of collaboration.
Studying and producing a format
for new video content.

Art Director & Graphic Designer

Co-Founder "wefouragency"

Lake Como - 2017/2019

A strategic communication agency
based at the Como Lake.

Working on a variety of different
projects: advertisements, branding,
websites, brand strategies,
video content.

Art Director & Designer

Freelance

Milan - Present

PR with clients, organising meetings,
proposing short- and long-term
projects. Selecting the best
collaborator for each project,
budget monitoring and time
management.

Concept developing, strategy,
communication (effective identity
systems, storytelling, social media
content, advertising campaigns).

Skills

Developing concepts
and solutions; designing
and producing content using
the best communication tools
for projects.

Creating presentations and
discussing them with clients;
managing different teams
and scheduling deadlines,
appointments, reviews.

Programs

Photoshop, Premiere Pro,
Illustrator, InDesign, After
Effects, Bridge, Lightroom,
Slack, Figma, Logic Pro.

Selected collaborations

DDB Group / Milan
MV Agusta Motor / Varese
Cinelli / Milan
Blacksheep Cycling / Melbourne
Sportful / Trento
Volkswagen Italia / DDB Milan
BIG Group Lugano / Swiss