



# ERICA CASTELLI

Senior Art Director



## FORMATION



2018-2021  
Word Camp Milano • **Aggiornamenti Wordpress**

2017  
WorkWideWomen.com • **Google Tag Manager e Shopping**

2013  
The Vortex • **Social Media marketing and SEO**

2013  
The Vortex • **Social Media marketing and SEO**



2003  
Istituto Rizzoli • **Web Master**

1992-1997  
Istituto Marcello Dudovich  
**Tecnico della grafica e della pubblicità**



## SKILL

Art direction • Creative strategy • Web design



Print



TV



BTL



Web



Photoshop



Illustrator



Dreamweaver



Indesign



Word Press



Premiere

XHTML • Css • Acrobat • Bridge • Keynote • IMovie • Word • PowerPoint

## LANGUAGE

ITALIAN  
ENGLISH

## LIKES



Travelling



Photography



Drawing



Nature



Meditation



Kungfu

## CONTACT



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2024

**Freelance**  
ericacastelli.it  
Knoweb.it  
Senior Art Director

2014

**Action & Branding**  
Senior Art Director

ATL/BTL  
RCS, McCain, Banca Intesa,  
Edenred, Witor's, Citrosil,  
Bella Lodi, Panem, Touring  
Club, Tamoil, Balthor,  
Sole 24 Ore, Tulip, Pandora  
Mondadori, Scottex,  
San Carlo, Leerdammer,  
Babybel

2008

**ADF&R**  
Art Director

BTL  
Mylan, Nivea, Eucerin,  
World Disney Television

**DDB**

Graphic Executive

BTL  
Audi, Volkswagen,  
Jagermeister, Campari

**Koelliker  
Multimedia**  
Art Director

ATL/BTL  
Mitsubishi, Hyundai,  
SsangYong, Bella Lodi,  
Pezzini, Bardhal, Pedrini,  
No'hma, Ski area  
Valchiavenna, Rigamonti

2001

**Melis Melis**  
Junior Art Director

ATL/BTL  
Ferrero, Kawasaki,  
Marsh, Infor, Oxo,  
British School, Tele +

1998