

# SERENA PRETTI

CREATIVE

## CONTACT

SERENA PRETTI

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Milan - Italy

## SOCIAL

@serenapretti

## EXPERIENCE

2013-now

Freelance Creative Consultant

2011-2013

Sololibrerie.it

Communication manager

2010-2011

Communication manager

2009-2010

Flower Designer & Event Manager

## EDUCATION

2014-2015

Sole240re Master Degree

Web Editing & Web Design

2006-2009

Politecnico di Milano

Interior Design 104/110

## LANGUAGE

Italian

English

French

German

Spanish

## AREAS OF EXPERTISE

Graphic Design

Illustration

Social Media

Content Creation

Project Management

Branding



## ABOUT ME

Here I am, 34 years old, 7 spent working as a freelance, a creative mind with a strong view.

Born in a small town near Turin (Italy) with a huge passion for my job and a great interest in food industry.

More than six years ago I started working for a startup which built fast casual dining restaurants, taking care of all visual aspects, from interior design to social media strategy.

That awoke my true passion: communication.

Finding the best way to reach customers, engage with them in a creative and playfull way and drive them to an amazing experience!



THANKS AND  
HAVE A NICE DAY!