

GIORGIA MARIA ROSARIA MARINO

Art Director, designer, copywriter

Freelance graphic designer and copywriter with over 20 years of experience in visual communication and digital content. Skilled in print and web design, brand identity, copywriting for websites, newsletters and social media, email marketing, and editorial content creation.
Combines technical expertise and creative thinking with a practical approach, delivering clear, coherent, and goal-oriented solutions for clients.

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Rome

Education

Bachelor's Degree
Communication Sciences
Università Roma Tre
2026 - present (in progress)

Regional Diploma
Web Designer
Diffusione informatica, Rome
2004

High School Diploma
Scientific Studies
2003

Language

Italian (native)

English (working proficiency)

Available for freelance collaborations and innovative creative projects worldwide.

Core Expertise

- **Visual Communication:** 20+ years of expertise in high-end graphic design and brand identity.
- **Content Strategy:** Specialized in creating cohesive narratives across digital and print media.
- **Creative Copywriting:** Professional storytelling and advertising copy in Italian and English.
- **AI Innovation:** Early adopter and specialist in integrating generative AI into creative workflows.

Why Me

- **Adaptability:** Successfully transitioned from traditional print media to cutting-edge AI-driven design.
- **Versatility:** Proven track record in diverse industries: fashion, tech, culture, and comedy.
- **Goal-Oriented:** Focused on delivering visual solutions that drive real engagement and brand growth.

WORK EXPERIENCE

JAN 2026 – OCT 2026

DOC SERVIZI SOC. COOP.

Social Media Designer

- Development of social media content strategies and visual assets for multiple accounts
- Design of high-impact graphics and video content tailored for different social platforms
- Collaboration with marketing teams to ensure brand consistency and audience engagement
- Skills: Social Media Content Creation, Communication, Digital Strategy

OCT 2025 – FEB 2026

SERLINOLAB

Head of Partnerships – Creator & Talent

- Managed creator and talent partnerships, from initial outreach to collaboration negotiations.
- Created creative briefs and coordinated branded content for social platforms.
- Coordinated talent activities and content delivery in collaboration with the marketing team.
- Skills: Creator Partnerships, Creative Briefing, Talent Coordination, Influencer Marketing

2012 – PRESENT

ART DISTRIBUTION SAS

Graphic designer & copywriter

- Designing promotional materials, newsletters, and social media graphics
- Writing product descriptions, blog posts and advertising copy
- E-shop management (WooCommerce, Magento, Prestashop)

2004 – PRESENT

FREELANCE

Graphic designer & copywriter

- Graphic design for print (brochures, catalogues, promotional materials) and digital use
- Logo and brand identity development for businesses and cultural projects
- Web design and WordPress site management (template-based, HTML/CSS basics)
- Copywriting in Italian and English for websites, newsletters, and social media
- Collaborations across multiple industries: fashion, music, beauty, culture

2013 – 2014

DONNE CON LE CURVE

Founder, Editor & Art director

- Launched and developed an editorial project dedicated to curvy fashion
- Coordinated and produced editorial content
- Designed and laid out the entire magazine
- Organized and managed original photo shoots with models and photographers
- Collaborated with fashion brands and media outlets

2012 – 2020

"MORBIDA, LA VITA!" (BLOG)

Blogger, content creator

- Created and managed a blog focused on curvy fashion and body positivity
- Produced articles, interviews, and original editorial content
- Built and engaged an active online community
- Collaborated with leading brands in the curvy/plus-size niche as a testimonial, advocate and influencer

2020 - 2024

STAND-UP COMEDY

Author

- Wrote original comedic and ironic monologues
- Gained experience in creating engaging and creative content for live shows

2009 – 2012

DREAMSCAPE MARKETING LLC

Graphic designer

- Graphic design for print (brochures, catalogues, promotional materials) and digital use
- Logo and brand identity development for businesses and cultural projects
- Web design and WordPress site management (template-based, HTML/CSS basics)

Stay updated on my latest work via LinkedIn.

Skills & Expertise

- **Design & Branding:** Print and digital design, visual identity development, and editorial content creation.
- **Digital Strategy:** Social media management, content strategy, and multi-channel email marketing (DEM).
- **Web Development:** Website management and design (WordPress, HTML/CSS) with a focus on UI/UX.
- **Copywriting:** Creative writing, storytelling, and professional communication in Italian and English.
- **Soft Skills:** Problem-solving, attention to detail, adaptability, and effective collaboration in team environments.

Tools & Software

- **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, Premiere.
- **Design & UX/UI:** Figma, Canva, WordPress.
- **Marketing & CRM:** Mailchimp, Mailup, Brevo.
- **Productivity:** Notion, Google Workspace, Microsoft Office Suite.

AI & Innovative Technologies

Advanced AI Integration & Prompt Engineering

- Expert use of LLMs (Gemini, Claude, GPT-4) for advanced copywriting, strategic planning, and complex problem-solving.
- Full-cycle web development and rapid prototyping using AI-assisted coding (ChatGPT Codex, Claude Artifacts).
- Implementation of AI-driven workflows (CoWork) to optimize productivity and communication.

Generative Arts & Visual Storytelling

- High-end visual production and moodboarding via MidJourney, ensuring stylistic consistency and character persistence.
- Next-gen video creation and creative assets using Luma Dream Machine and AI motion tools.
- Seamless integration of AI-driven workflows to automate and scale high-quality content production.

AI Training & Model Evaluation

- RLHF Specialist: Fine-tuning LLMs for logical consistency and creative reasoning.
- Model Refinement: Optimization of AI-generated content and complex datasets.
- Tech Assessment: Advanced fact-checking and coding evaluation for generative models.