



DARIA PETRILLO

Art Director & Brand Consultant

PROFESSIONAL STATEMENT

With over 20 years of experience working in various agencies between London, Rome and Barcelona, I have developed a diverse skill set in branding, B2B and B2C campaigns. As a Senior Art Director for FSC for the last 2 years, I have continued expanding my field expertise.

In addition, I have run my agency, Addavia, for over nine years, where I thrived in working under pressure, juggling between projects and pitching to clients. My ability to quickly understand my client's needs has enabled me to generate innovative solutions for leading luxury brands in gastronomy, hospitality, technology, cultural events, and entertainment.

I am fluent in conceptualizing and problem-solving and have mastered the art of design in various styles for different channels. I can ensure the quality of work produced aligns with agency and client expectations.

Furthermore, I am a collaborative team player comfortable leading and monitoring junior members. I have supported a wide range of B2B clients and created tailor-made identities that have contributed to the success of new start-ups. I have also delivered integrated projects across creative, strategy, production, and media, all under one roof, driving tangible business results for the brands I have been working with.

SKILLS

- Lead multi-year brand-building projects with modern, progressive concepts.
- Experience in both B2B and B2C marketing
- Conceptual brand thinking, considered graphic design systems as well as innovative, challenging work
- Trusting relationships with clients
- Maintain awareness of industry trends, incorporate new techniques
- Multitasking skills
- Self-drive and Highly creative
- Create branding for events, digital products, and marketing materials.
- Work in a matrix environment across EMEA and global counterparts

SOFTWARE PROFICIENCY

Mastering Adobe Suite and related programs, including Premier, After Effect, Figma and XD. Procreate, Wordpress, Wix, Squarespace, Framer or Webflow,

RELEVANT WORK EXPERIENCES

FSC / SENIOR ART DIRECTOR

[London, UK / January 2023 - to date](#)

As a hands-on Senior Art Director, I drive the rebranding of a fast-growing start-up, managing projects across print, digital, motion graphics, and AI explorations. I'm committed to delivering creative solutions that push the company forward, while keeping a close eye on all agency communications. Alongside my work, I mentor junior team members and proudly represent the agency as a brand ambassador. My experience includes collaborations with clients like Zoetis, NTT Data, and Change Please.

MATERIALS ASSEMBLE / BRAND EXPERT

[London, UK / June 2024 - to date](#)

I drive creative strategies aligned with the company's core values to ensure a cohesive brand identity. By leading collaborative branding and communication efforts, including web design, I foster a unified approach to visual storytelling and oversee digital campaigns and content assets to enhance brand presence.

MARANGONI UNIVERSITY / BRAND CONSULTANT

[London, UK / May 2024](#)

Marangoni University, Taught lectures on branding concepts and strategies, emphasizing the importance of visual communication and its impact on brand identity while mentoring students in their branding projects.

OLIVER / CREATIVE CONSULTANT

[London, UK / September 2021 - December 2022](#)

As a Digital-focused Lead Designer, I have led and directed UK teams while remaining hands-on in design. Collaborating with Account Directors, EMEA Design Leads, Executive Creative Directors, Project Managers, Content Writers, Community Managers, Designers, and clients to deliver projects on-brief, on-brand, on-time, and with maximum creative impact. My work comprises a high variety of B2B and B2C content, meeting both creative and brand strategic criteria, for global clients such as AA Group, Lysol/ Finish, and Bayer.

WIKIFACTORY / CREATIVE CONSULTANT

[London, UK / June 2021 - July 2022 / Art Direction](#)

Acts as quality control and brand steward. Realising Social Media Ads and Pod-casts based on the new client brand identity. Designed a range of Motion Design artwork to leverage the client's new brand identity across social media digital campaigns.

ADDAVIA CO-FOUNDER & CREATIVE DIRECTOR

Barcelona, Spain / October 2012 – 2022

As a proactive Co-founder and Creative Director of Addavia Agency, a creative agency specializing in luxury, gastronomy, entertainment, and pharmaceutical projects, I spearhead the development of our clients' visual identities and oversee creative output across various mediums, including digital, animation, video, web, photo, and packaging. From ideation to execution, I manage multiple projects simultaneously, ensuring deadlines are met and quality is upheld. Notable projects I have led include the Video Documentary Raul Resino featuring **Michelin Star Chef**, the branding and packaging for Wonder Cookies, and Concurso Cocinero del Año, a prestigious competition for professional chefs in Spain where I led a team of 15 people to provide live streaming and all digital and print assets. Additionally, I collaborated with Jordi Cruz from **Master Chef** as Creative Director on the production of **Helios** es Vida's video recipes and motion graphics. Our agency has worked with esteemed clients such as Caterdata, **Maho San Miguel**, **Royal Bliss**, and **Mercedes**, among others.

CREATIVE CONSULTANT

Italy & UK / From 2009 -2012

Responsible for creative trends. Translating this knowledge into articulating and strategically applying it to creative executions. I have been working as an in-house and external consultant for several agencies such as:

- Fold7/Mr & Mrs Smith (London) • Seeper (UK)
- Western Edge Picture (UK) • Kanga Health Ltd.
- Upper Streets Events (UK) • MooreBlackett (UK)
- UnLock (UK) • Mosaico Studio Engineering s.r.l. (Italy)
- Korporacja Ha!art (Poland) • Joventuts Musicals Festival (Spain)...

INAREA: ART DIRECTOR

Rome, Italy - 2005 / 2008

Developing Brand Design, Visual Identity System, Brand Guideline. Developed Corporate Identities for several clients such as: Eni S.p.a. • Poste Italiane Mobile •

Rome Council • Trenitalia, Italian train public transport
• **Eni** • Unaprol 100% Italian Olive Oil • Leonardo Caltagirone. Visual artist for a few subjects of the Famous Inarea Calendar.

EDUCATION

• UNIVERSITY OF THE ARTS LONDON

09/2008 – 10/2009

- Diploma (Distinction), Experimental Illustration
- ABC Award Image Production, Studio Photography
- ABC Award Web Production
- ABC Award Digital Video Editing

• 'LA SAPIENZA' ROMA UNIVERSITY

09/2005 – 10/2006

Professional diploma

Design and Multimedia Communication
Subjects studied include Marketing, Economy, Sociology, Corporate Identity, Brand Design, Brand Strategy, Journalism, Film-

• FONDAZIONE FARE CINEMA

07/2007 – 08/2008

High specialization course in Film Direction

With director Marco Bellocchio

• 'LA SAPIENZA' ROMA UNIVERSITY

09/1999 – 05/2005

MA, First Class & BA (Honours)

Communication Science Subjects studied included:
advertising - design and corporate identity - marketing
- media studies - communication theories - economy - sociology.

LANGUAGES

ITALIAN - mother tongue

SPANISH - Excellent

ENGLISH - Excellent

CATALAN - Basic

CLIENTS INCLUDE:

- OLIVER
- Disney Channel
- Wikifactory
- Mahou San Miguel
- Mercedes Benz
- Lysol / Finish
- Royal Bliss
- Helios
- NTTData
- Pfizer
- Ferring Pharmaceuticals
- ZBM patents & trademarks
- CCA
- GUESS
- ENI
- Euorfred
- Proquimia
- Zoetis

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