



DANIELE PRATI

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3 AREAS OF EXPERTISE

Skills for **Design**

Graphic Design	Storyboarding
Photoshop	Illustration (digital and traditional)
Illustrator	Visual Designing
Indesign	Photography
Sketch	Video Editing
Publishing Design	Branding

Tools and Languages for the **Web**

HTML CSS JS	CMS Wordpress
Front-end Dev	E-commerce
UX-UI	Web frameworks
Responsive Design	Digital Marketing
Prototyping	SEO Best Practices
Web Development	Mobile Design
PHP (basic)	

Expertise in **Content** related tasks

Copywriting	Social Media
Editing	Management
Content Strategy	SEO writing
Storytelling	
Creative Writing	
Blogging	
Content Marketing	

Detailed online CV, skills résumé with software proficiency and other knowledges at www.danieleprati.com/bluinfaccia

EXPERIENCE

2017 **Q GROUP** | Rimini - *Italy*

2016 **Chief Web Officer**

In charge of the entire agency web presence. Designed and managed the flagship website while creating contents and developing - mostly CMS based - websites for clients.

2016 **YYKK** | Cesenatico (FC) - *Italy*

2012 **Front-End Development** and **Graphic Design**

Mostly front-end implementation of proprietary CMS and some Wordpress. Graphic design and branding for both printed and digital media.

2011 **FONDAZIONE ISEC** | Sesto San Giovanni (MI) - *Italy*

2008 **Communication Manager**

Creation, promotion and enhancement of all contents. Development of special projects for digital and web. Editing and curating of the editorial series. Coordination and lecturing for creative writing courses.

2008 **A&P EDITING** | Milan - *Italy*

2007 **Internship in editing**

Internship as publishing editor. Proofreading and editorial layouts for publishing products.

EDUCATION

2011 **CFP BAUER** | Milan - *Italy*

2010 **Advanced Course: Web Design and Graphical Solutions for the Web**

2007 **FZIONE ARNOLDO E ALBERTO MONDADORI** | Milan - *Italy*

Master's Degree: Book Publishing Editor with Knowledge of Digital Technology

2006 **ALMA MATER STUDIORUM** | Bologna - *Italy*

2003 **Bachelor's Degree: Communication Science**
(final elaborate in semiotics of the cinema)

2002 **SCUOLA HOLDEN** | Turin - *Italy*

2000 **Biennial Master: Storytelling Techniques.** Creative Writing, Playwriting and Screenwriting

Portfolio, socials and blog at www.danieleprati.com/radiazionedifondo