

ALBERTO SANSEVERINO
EXECUTIVE CREATIVE DIRECTOR

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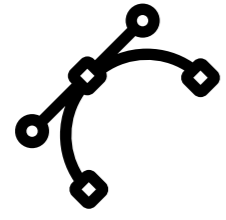
MANAGEMENT

Manage creative teams with strategists, designers, and digital creators to respond to business needs.



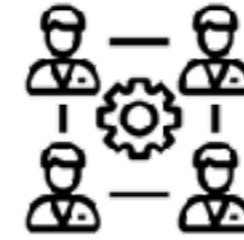
INNOVATION

Enlarging companies offer from traditional business to innovation models, including online & offline integration, immersive experiences, and the metaverse.



BUSINESS

Support company vision with innovative solutions to meet client's demands. Reshaping creative values to empower competitiveness in the market.



EDUCATION

Support young talents with dedicated training. Work with a private institution like Istituto Marangoni for UG & PG courses.

May 2022-
Now

HEAD OF CREATIVE PUBLICIS LUXE EVENT. SHANGHAI

In charge of creating and managing the creative operations in the first experiential start-up in Publicis Groupe. My scope is to blend digital and physical experiences to bring THE POWER OF EMOTIONS TO LIFE.

Highlights:

- COMPANY INSIGHT: Build the creative insight for the first event department inside Publicis Groupe;
- COMPANY STRATEGY: Shape the new start-up through an integrated approach;
- R&D: Conceive new experiences that blend online and offline with a strong focus on Metaverse;
- PARTNERSHIP: Support business strategies for the client portfolio implementation.

Clients: Vacheron Constantin, Cartier, Boucheron, Lancôme, Chivas, Bvlgari

March to
May 2022

TUTOR (PART-TIME) ISTITUTO MARANGONI

The power of set design & personal styling. UG biannual course

In this biannual course, students are engaged in the secrets of set design for fashion photography and live shows. The objective is to learn the power of the concept, storytelling, and set through theory and on-site experience for the creation of a fashion magazine.

Event management for fashion business. UG biannual course

The course provides extensive knowledge on event creation and operations for professionals. The objective of the training is to understand the method of event planning, from concept to execution. My role is to guide the professionals until the final examination.

Jan 2020-
May 2022

EXECUTIVE CREATIVE DIRECTOR BRANDX - GREATER CHINA & GLOBAL MARKET

I am in charge of the creative operations in both the Shanghai and Beijing offices. My work focuses on TEAM MANAGEMENT with over 20 professionals: planners, digital creators, designers, and video makers.

It lies on STRATEGY through original campaigns; DIGITAL PLANNING with immersive experiences, and DESIGN for events and roadshows.

I am involved in campaign implementations, training programs, and new business strategies for new clients leading new IP creations on social and environmental impact activities across mainland China.

Highlights:

- TEAM STRUCTURE: Manage & empower the creative & digital team objectives. From design execution to media contents creation in both Shanghai and Beijing;
- COMPANY IDENTITY: Reshape the company's corporate identity & strategic business plan in four units on innovation and original IPs creations;
- NEW ECOSYSTEMS: Create & Support new ecosystems in partnership with local organizations like Tsinghua University and CAFA (Central Academy of Fine Arts);
- INNOVATION: Conceive & Develop a hybrid art space, THE NEXT, and related campaign to promote immersive exhibitions;
- EDUCATION: Organize training, and R&D plans for the creative and digital departments;
- BUSINESS: Support business strategies for the client portfolio implementation.

Clients: Vacheron Constantin, IWC, Cartier, Ulysse Nardin, Montblanc, Shiseido, Lancôme, Shu Uemura

Original IPs: Exploring Blue, Sensory Park, Z Energy Station

The new business won: Watches&Wonders, Net-a-porter, Armani Beauty, Montblanc, Elizabeth Arden, Vacheron Constantin, Li-Ning

Awards: IAI传鉴国际广告奖 创意营销/公关活动及展览展示优秀奖, IAI传鉴国际广告奖 整合营销铜奖, 第十二届 (2020-2021) 虎啸奖 场景营销类铜奖

Jul 2017-
Jan 2020

EXECUTIVE CREATIVE DIRECTOR APAX GROUP - GREATER CHINA & GLOBAL MARKET

Responsible for providing creative insight into the company and developing a wide range of projects in all the units. Actively involved in important decisions to ensure organizational profitability and enhance the strategy and design capability for accomplishing tasks for all the creative teams. In charge of creating APAX STUDIO, a team unit for new business, plans for promotional campaigns, and creative direction for IP marketing.

Highlights:

- TEAM STRUCTURE: Creation and management of a new team, APAX STUDIO, in charge of new business;
- COMPANY IDENTITY: Redesign the company brand identity & strategic business plan;
- ECOSYSTEMS: Implementation and curation of company IPs such as SIFS and Fashion Run Run, online and offline.

Clients: TMALL, Tiffany, Dior, Porsche, Plaza 66, Hermès

The new business won: BMW, OPPO, Starbucks, Harry Winston, Budweiser, Armani Beauty, Swarovski, Woolmark, Omega, Skechers, Bvlgari, Jaguar-Land Rover, Rolls-Royce, Canada Goose, AliExpress, Ferrari, Shiseido, Huawei, Tory Burch

Awards: Campaign Asia. Best Event Agency of the year, WindowsWear Awards- Best Pop-Up, CEI Event Marketing Award. Best Live Event & Trade Show, Stevie Awards: Best Innovation in Consumer events; Stevie Winner. International Business award.

Oct 2015-
July 2017

FREELANCE CREATIVE DIRECTOR

AUDITOIRE, JACK MORTON WORLDWIDE, UNIPLAN - MAINLAND CHINA & HK

Long-term partnership with the event agencies to provide high-quality proposals, innovative ideas, and solutions for events, exhibitions, and shows. Work closely with creative and project teams to shape campaigns for broad types of experiences.

Clients: Porsche, Jaguar, Rolls-Royce, Lexus, Microsoft, Huawei, Under Armour, Mini Cooper
New business won: New Balance, Otis, Toyota, Pirelli, Hennessy, Lenovo

CREATIVE DIRECTOR

AUDITOIRE (TBWA) - SHANGHAI

Focus on car launches and luxury events for international clients. Responsible for providing creative concepts and solutions for the design team. Work closely with the project and production team on budget and quality control, following the project till final execution.

Clients: Mercedes-Benz, Piaget, L'Oreal, Hennessy
The new business won: Covestro, Loro Piana, Jaguar, 3DS Dassault

Awards: Campaign Asia. Best Event Agency of the year, Event Marketing Award (Best live event) and Best Exhibition.

ASSOCIATE CREATIVE DIRECTOR

TBA CREATIVE NETWORK - SHANGHAI

Set up a new creative team in Shanghai office based on automotive skills. Our work mainly involves automotive events, including exhibition booths, roadshows and gala dinners.

Clients: Jaguar, Land Rover, Cadillac, Continental, Peugeot, Bloomberg
New business won: Qoros

Awards: Best Event of the Year (Jaguar Alive Technology 3.0).

CREATIVE DIRECTOR

HLD EVENTS - SHANGHAI

Actively involved in all the steps of the events and exhibitions for local and international clients. Starting as a 3D designer and promoted to Creative Director, build and lead a global team with skills and experience in graphics, 3D design, and video editing. Improve company profile, developing presentations, brochures, and websites.

Highlights:

- TEAM STRUCTURE: Creation and implementation of the creative team in Shanghai and Beijing;
- COMPANY BRAND: Upgrade the company image for potential clients;
- TRAINING: Organization of internal training for all the departments

Clients: Google, IHG, DMG, Unilever,

The new business won: Ferrari, Kerry Parkside, Coveme, Brembo, Jabil, Adidas, Ducati, Brembo, ID Mall, Conde' Nast

SCENIC DESIGNER

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In charge of design concept and implementation for live show projects worldwide. Started in Milan as opera director assistant and stage designer, designed the scenes for the opera show "Elisir D'Amore" staged in Shanghai in 2011 and modern show "Fuego Gitano" for the international festival Tones on the Stones in 2009. Worked in Japan and Korea for shows and exhibitions like ZIG-ZAG at the Miraikan Museum in Tokyo.

HIGHLIGHTS:

- SET DESIGN: Design and develop set design concept for Opera and drama theatre;
- RESEARCH AND DEVELOPMENT: New trends for opera directors;
- EXHIBITIONS: Creation and implementation of events and exhibitions

Projects: L'Elisir D'Amore, Carmen, Aida, La Bohème, Madama Butterfly, Traviata, Pagliacci, Macbeth

PRESS

- "Alberto Sanseverino". Executive Creative Director. The Scenographer (Jun 2020)
- "Creation and design for events" by Raimond Torres Fernandez (2013)
- "Italiani Brava Gente" by Susanna Franchi, Il Giornale della Musica (Feb 2013)
- "Fuga dei talenti" by Sergio Nava, Radio interview at Radio 24 (Nov 21, 2012)
- "En dix jours, j'ai décroché un employé" by Harold Thibault, Le Monde (Jul 29-30, 2012)
- "Marco Polo all'Opera" by Edoardo Tomaselli, Amadeus (Apr 2012)
- "A new attempt of melting eastern and western cultures" by Zhu Jingxiu, People's Music (Jan 2011)

WORKSHOPS

- Creativity in the Age of Generation Z. Big Idea, Creative Thinking and Design (Feb 2020)
- The Ocean of Innovation. Media planning in the Chinese Market (Dec 2020)
- From Experience to Creation. Brand Experience in the age of the Metaverse (Sept 2021)
- Sensitive Technology. The future of human interaction (Jan 2021)

EDUCATION

Academy of Fine Arts of Brera, Milan, Italy
Bachelor of Fine Art in Stage Design with honors

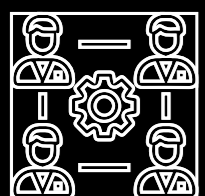
LANGUAGES

Native Speaker of Italian, Fluent English and Basic Mandarin

Sept 2013-
Jun 2014

May 2011-
Sept 2013

Jun 2006-
May 2011



THANK YOU