# Maria Vittoria Sbrescia

COMMUNICATION & MULTIMEDIA DESIGNER

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## SUMMARY

Multidisciplinary Designer with **4 years** of experience in **visual communication** and **audiovisual production** for brands, companies, and EU public entities. I specialize in translating abstract ideas into engaging content, structuring complex information into compelling narratives. Driving end-to-end projects from concept to publication, my work spans web, social, print, photo, video and events. Highly capable of **managing workloads**, **tight deadlines**, and **iterative revisions**, I delivered 50+ multimedia assets for 10+ campaigns, with a track record of visibility impact - a **LinkedIn follower base growth** from 5278 to over 12K followers (**+127%**) over 3 years. Currently seeking mid-weight communication & design roles that combine brand consistency with visual innovation.

## SKILLS

**Graphic Design:** Brand identity, Composition, Layout, Typography, Colour Systems, Logo Design, Print Design, Presentation Design, Brand Guidelines, Print Design, Editorial Design, Marketing & Advertising design, Motion graphics.

**Audiovisual:** Storyboards and Scripts, Video Production-Shooting-Editing, Post-production, Audio recording, Event Photography.

**UI & Web:** Web Design, Wireframes, Website management, Landing pages, Newsletter Design, User Interface Design.

**Communication:** Campaign Design, Art Direction, Visual Storytelling, Social Assets, Multi-channel advertising, Email Marketing, Content Creation, Copywriting, Event Promotion and Coverage, Team leadership.

**Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD), Figma, DaVinci Resolve, Cinema 4D, Mailchimp, Google Analytics, Meta Business Suite, Project management (Jira, Trello, Notion), CMS (WordPress, Joomla, Wix), HTML and CSS fundamentals, Elementor, Claude Code, Claude Design, Gemini, Midjourney, Adobe Firefly, ChatGPT.

## WORK EXPERIENCE

### Audiovisual Officer

OCTOBER 2023 - AUGUST 2026

APPLiA — Home Appliance Europe · Brussels, Belgium

- **Acting Team Lead (Interim) — Communication Manager role April 2024 – September 2024, in parallel with Audiovisual Officer duties, I covered the Communication Manager's responsibilities during a 6-month leave:** media relations, press releases, communication strategy, managed a team of 2, held budget authority and managed external vendor relationships, led the recruitment and interview process for a new hire, mentoring them from intern to junior level. Briefed senior management on communication direction and executed the agreed communication strategy.
- **Delivered work equivalent to over €135,000 in external agency costs** (estimated vs. Brussels mid-tier agency rates for equivalent output volume) as sole in-house multimedia designer over ~3 years at APPLiA - covering video production, graphic design, data visualization, and presentation design.
- **Led the association's creative output**, enforcing visual identity guidelines and building a comprehensive brand template library to ensure consistency across all print and digital touchpoints. Delivered event photography and multi-channel campaigns contributing to a 10.6% average monthly lift in Linkedin user engagement.
- **Designed the visual output for the 2024 EU Elections campaign** (billboard advertisement in Brussels' main EU Quarter metro stations + digital banner campaign on Euractiv.com) driving +62.6% post-launch Linkedin user growth and +42.5% website traffic increase within 30 days of launch.
- **Directed and produced video content for YouTube/Linkedin.** "Meet the Makers" interview series filmed across Europe, and short documentaries on energy poverty with social enterprises SAAMO and Recupel - in house, no external production crew.
- **Defined the brand identity and UI/UX direction for the mobile app "My APPLiA."** as sole design point of contact for the external development team (Chimera Technologies), concept to launch.
- **Converted raw datasets into clear, concise visualizations** (charts, infographics, maps) for member-facing material and external communication campaigns. Managed email marketing workflows via Mailchimp, presentation design for high-level events, and website maintenance using Joomla.

- **Identified a capacity gap in audiovisual production as the team grew;** proposed and secured a dedicated audiovisual intern position, leading the recruitment process, and training the new hire directly in video and design workflows - later promoted to junior.

### Communications & Design Assistant

FEB 2023 - JUL 2023

European Economic and Social Committee (EESC) · Brussels, Belgium

**Handled multi-channel communication for the Visits and Publications (VIP) Unit - Events and Visits Sector:** social media, content creation, graphic design, advertising campaigns, editorial design, analytics and community management;

- **Designed Print/Digital Visual Assets** for the flagship event "Your Europe, Your Say!", EESC's annual youth summit, assisted on script and recording for its promo video and after-movie, leading to +995 new followers on event social pages over 3 days.
- **Build social media strategy and campaigns** for EESC's cultural events, EU Open Day, Your Europe, Your Say!, under supervision of the Head of Sector;
- **Supported event coordination and location set-up.** Measured event performance via visitor satisfaction surveys, feeding results into future event organisation decisions.
- **Drafted copy** for social media, website, newsletter, concept notes, administrative documents and reports;

### Communications Trainee

SEP 2022 - FEB 2023

European Economic and Social Committee (EESC) · Brussels, Belgium

As the EESC's publishing house, the VIP unit designs, produces and promotes EESC publications and other graphics products. The traineeship involved mainly assisting in cultural events and audio-visual and/or publications issues.

- Assisted production, proofreading, and distribution of institutional publications, audiovisual materials and promotional assets.
- Managed digital promotion of EESC publications and managed content updates for the institution's intranet/internet portals.
- Contributed to the logistical execution and online media of large-scale institutional events.

## EDUCATION

**MA, Graphic Design and Advertising** - Openart Creative Graphic Design School, Naples 2021 - 2022

**Camera Operator Course** - Pigrecoemme School of Cinema and Photography, Naples 2020 - 2021

**BA, Languages, Literatures and Cultures** - University of Naples "L'Orientale" 2016 - 2020

**Cambridge English Advanced (CAE)** - British School of Naples, Grade A 2018

## EXTRA

**Languages:** Italian (native) · English (C2) · Spanish (C1) · Dutch (A1) · French (A1)

**SEO, Content Creation & Marketing Training** - The Official Spanish Chamber of Commerce in Belgium and Luxembourg

**Online Presence and Digital Branding Training** - Karine Brück International

**Intensive Photography Workshop** - Mentor: Michael Chia, Photographer and Videographer

Member of **Viewfinders photography club**, Brussels