# GOVANNI LA MARCA

Branding & visual identity specialist with over 7 years of experience. Currently seeking opportunities in branding, visual storytelling, and digital design.

Check my portfolio here

# **WORK EXPERIENCE**

#### Graphic Designer (2018 - Present)

- Specializing in branding, visual identity, and digital storytelling.
- Collaborations with international brands such as Armani Exchange, Fabric London, Linkedin
- Independently managing projects from research to execution.

#### **Seed Media Agency**

Senior Graphic Designer (2020 - 2023)

- Branding and visual strategy for clients in the food & hospitality sectors.
- Created digital content for social media and advertising campaigns.
- Collaborated with marketing teams to develop creative strategies.
- Created an award winning campaign for the Vesuvius National Park

#### **Warm Street**

Graphic Designer (2018 - 2020)

- Developed branding and campaign visuals for cultural and lifestyle brands like Campari, Monkey Shoulder, Wray & Nephews, Magnum Tonic Wine.
- Contributed to campaigns that elevated brands into cultural references.

#### Nziem Festival

**Co-Founder & Creative Director** (2023 - Present)

- Designed and developed the full visual identity.
- · Led and coordinated the communication team.
- President of the cultural association, overseeing strategic direction and community initiatives.

# **EDUCATION**

#### **University Of The Arts London**

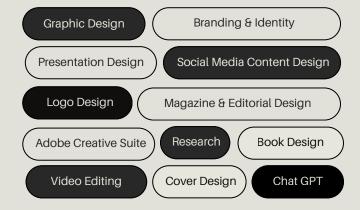
→ BA Graphic Design

2017

#### **London College Of Communication**

→ MA Graphic Branding & Identity 2019

### **SKILLS**



# **OTHER PROJECTS**

#### **Graphic Designer** for <u>Siamounmagazine</u>

- · Worked on the printed edition of the magazine.
- Created social media graphics for events.

#### Graphic Designer for ilbranoconsigliato

 Led the rebranding of the page and created custom social media layouts.

# **PORTFOLIO & CONTACTS**

giovannilamarcaa@gmail.com +39 3791336020

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