

GIOVANNI 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

Graphic Design

Branding & Identity

Presentation Design

Social Media Content Design

Logo Design

Magazine & Editorial Design

Adobe Creative Suite

Research

Book Design

Video Editing

Cover Design

Chat GPT

OTHER PROJECTS

Graphic Designer for [Siamounmagazine](#)

- 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

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