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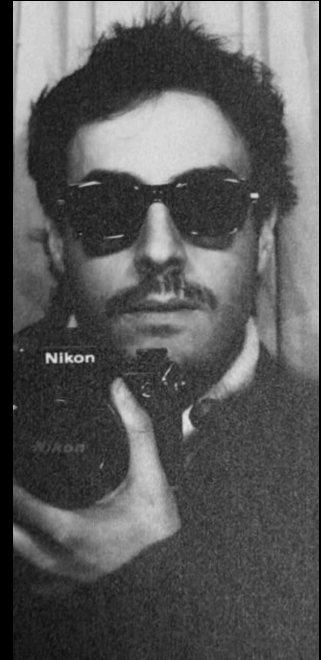
LEONARDO CAOTTI

CREATIVE &
ART DIRECTION

ABOUT ME

A creative professional and emerging art director working at the intersection of visual storytelling and brand strategy, with a background in Product and Exhibition Design. I lead end-to-end creative direction for a Parisian fine jewelry house, from campaign concept to final asset, shaping the visual identity that carries across organic and paid channels.

I combine aesthetic judgment, performance analysis, and strategic thinking, with AI-driven production now central to how I scale creative output without losing precision. Precision, vision, and adaptability remain my daily tools, alongside deep fluency in AI generation tools and the Adobe suite.

**EDUCATION**

[2018 - 2021]



UNIVERSITY OF GENOA

BACHELOR'S DEGREE IN PRODUCT AND NAUTICAL DESIGN.
GRADE: 101/110.

[2021 - 2023]



UNIVERSITY OF GENOA

MASTER'S DEGREE IN PRODUCT AND EXHIBITION DESIGN.
GRADE: 103/110.

LANGUAGES

ENGLISH - ITALIAN - FRENCH

SKILLS

Adobe Suite

Photography

Video Maker

Social Media

AI Creator

**WORK
EXPERIENCE**

MARA PARIS - PARIS, FRANCE

CREATIVE CONTENT CREATOR & ART DIRECTOR [2026 — PRESENT]

Leading end-to-end content and art direction for Mara Paris, a Parisian sculptural fine jewelry brand. Own the full creative pipeline from concept to final asset, building campaign concepts and directing photo and video content across organic and paid channels. Collaborate directly with the founders on collection launches and seasonal campaigns.

DIMILANO - MILAN, ITALY

SOCIAL MEDIA STRATEGIST & CONTENT CREATOR [2024 - 2026]

Managed DI Milano's social media (270k+ followers), producing photo and video content and leading art direction. Oversaw B2B projects, internal communications, and traveled to study advertising strategies across Asia, the Middle East, and Europe.

HAT MUSIC - MILAN, ITALY

SOCIAL MEDIA MANAGER & CONTENT CREATOR [2023 - 2024]

Freelance for Hat Music, a music-focused start-up that raised over €250k, where I became a minority shareholder. Developed the brand identity and communication strategy, created visual and written content, and managed social media analytics to optimize engagement.

SIRAM VEOLIA - MILAN, ITALY

GRAPHIC & SOCIAL MEDIA [2022 - 2023]

Organization of brand campaigns and communication through social media, Design of graphics for online and offline advertising.