

*The truth isn't the truth until people believe you, and they can't believe you if they don't know what you're saying, and they can't know what you're saying if they don't listen to you, and they won't listen to you if you're not interesting, and you won't be interesting unless you say things imaginatively, originally, freshly.*

– Bill Bernbach

# STEFANO LOMBARDINI

SENIOR COPYWRITER  
CREATIVE STRATEGIST  
COMMUNICATIONS CONSULTANT

## PERSONAL PROFILE

I have a solid track record in both Italian and international settings, collaborating with top agencies, production companies, and leading brands.

My focus is branding strategy, multichannel project development, and high-impact, creatively driven content.

## CONTACTS

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## PORTFOLIO

[behance.net/darkskywriter/moodboards](https://behance.net/darkskywriter/moodboards)

## LINKEDIN

[linkedin.com/in/stefanolombardini](https://linkedin.com/in/stefanolombardini)

## SKILLS

- Corporate communication strategy development
- Creative content ideation and production
- Advanced proficiency in key generative AI tools
- English C2 level (CEFR)

## PROFESSIONAL EXPERIENCE

### Freelance senior copywriter and creative strategist

2011 - ongoing

Some clients: Verba DDB (Audi), Publicis Health (Alfasigma), Accent on Design (GEDI, Allianz, Regione Lombardia), 24 Consulting (Volvo, FIEG, Riello), AUCE (Bulthaup), O-One/Industree (UnipolClass, Smeg), Ogilvy (Fiat), Namics AG/Merkle (Victorinox, FinanceScout24), Scholtysik (Coop), Jungle (Meetic, Iliad, Givenchy), Alkemy (Hera Group), Message Group (Gruppo 24 Ore), Era Design (Mediaset, Boehringer, KPMG), Tarpini Production (Barilla), Aspen&Partners (Nespresso, Pandora), Antiorario (Whirlpool, Celgene), WellCare (Coryfin), (H)Films (Poste Italiane), Hapimag AG, Innocent Italia.

### Full-time copywriter

Forchets Milano | 2009 - 2011

Saatchi & Saatchi Milano | 2009

McCann Erickson Milano | 2008

## EDUCATION

### Master in Art Direction e Copywriting

POLI.design - Polytechnic University of Milan | 2007

### Master's Degree with Honors in Communications (13/S)

Catholic University of Milan | 2003 - 2006

### Bachelor's Degree in Communications (L-20)

Catholic University of Milan | 2000 - 2003

### Scientific High School Diploma

Sc. high school Leonardo da Vinci of Chiavenna | 1995 - 2000