

Fulvio Fiori

Copywriter – Creative Director
C. V.

(Bachelor of Communication Sciences)

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Communication Agency, Turin

Freelance - Copywriter – Creative Director

2023 / 2024

Clients: SDF Group



Freelance - Copywriter - Communication Consultant

2011 / 2015

Clients: World Writers, International Advertising Transcreation Agency – Sicool, Holistic Association - BIODIETA Italian Nutritional Consultant - Asietti, plastic printing company - Mirialveda Polo, Home Builders - .JPEG Milan, Restaurant Bar & Photogallery - L'Isola Swimming, Sport Center - JobSolutions, Professional Training Company - Elmar, Home Builders - CFP Como, Professional Training Center - CFP Lodi, Professional Training Center



Web and Mobile Phone Communication Company/Agency, Milan

Creative Director - Strategic Planner

2009 / 2010

Clients: Kraft (Mayonnaise, Mato Mato) - Speedo - Coco Chanel - MSC Cruiser - Hag coffee - THUN Giovanni Rana food - Compass - American Express - La Settimana Enigmistica - Unieuro - Il Sole 24 ore



COMUNE DI PAVIA



CENTRO FORMAZIONE
PROFESSIONALE
COMUNE DI PAVIA

Freelance - Copywriter - Communication Chief - Teacher

2006 / 2007

Clients: CITY OF PAVIA, Work Department Sustainable Development Equal Opportunities - CFP Pavia, Professional Training Center - CSV Pavia, Volunteers Services Center



Freelance - Creative Writing Teacher

2005

Clients: ILAS HIGH COMMUNICATION SCHOOL Napoli - CARDANO HIGH SCHOOL Pavia



Italian Interactive Communication Agency, Legnano (MI)

Creative Director

1998 / 2004

Clients: Henkel (Pritt, Superattack) - Black&Decker - IBM - Fiat - Lancia - Citroen - Alfa Romeo Sava - apioil - Bosch (Car Service, Blaupunkt - Junkers) - esprinet - Pelikan - Agos Itafinco - Fingerma - Belotti Handling - Calvin Klein Swatch - Lovable

DRAFTFCB
2010 AGENCY OF THE YEAR



Advertising International Agencies, Milan

Creative Director

1992 - 1998

Clients: The Coca Cola Company (Fanta) - Nestlè (Merenda Più, Tartufone, Maxicono, Antica Gelateria del Corso, Orzoro, Matiné, Panettone Alemagna, Panettone e Colomba Motta) - Colgate (Fabuloso, Soflan, Prezioso di Soflan, Ajax, Dinamo) - Ballantine's - Whirlpool (Refrigerators, Ovens, Washing machines) - Johnson Wax (Raid, Bio Shout, Glade, Pronto, Stira e Ammira) - Kimberly Clark (Scottex Home paper, Toilet paper, Handkerchiefs) - National Association Against Epilepsy - Vileda (Panni Gialli, Mocio, Glass Cloth, Mastro Spazzolone, Slalom) - Club Med - Il Sole 24 ore



Advertising International Agency, Milan

Chief Copywriter

1984 - 1992

Clients: Kraft (Sottilette, General Food, Philadelphia Mousse) - Unilever (Surf, Bio Presto, Vim) - Elida Gibbs (Mentadent, Shampoo Clear) - Kodak Professional - Philips (Car Stereo, Razors, Lighting)

G GK

Advertising International Agency, Milan

Senior Copywriter

1982 - 1984

Clients: Jagermeister - Personal Computer IBM - Swissair - Jacuzzi - Kidland Shoes

BROUCC

Advertising National Agency, Milan

Junior Copywriter

1981 - 1982

Clients: Adidas - Morocco National Agency - La Coste - Bayer Agriculture (Racumin, Goltix)

AWARDS

2003

**European Promotion
Marketing Award**

Henkel- Migliore attività Europea

**Festival della
Comunicazione d'Impresa**
Henkel – **Primo premio assoluto**

Epson
CCI

Grand Prix delle Promozioni
cliente Black & Decker

Targa D'Oro

Henkel
CCI
Black & Decker

Interactive Key Award
Primo premio assoluto
CCI Miglior agenzia dell'anno

Eco Premio
Comunicazione attenta all'ambiente

2001

Promotion Global Award
Henkel

Grand Prix delle Promozioni
Henkel
Stock

Premio Agorà 15ma Edizione
CCI

Grand Prix del Design
Belotti Handling

Targa D'Oro
Stock
COOP Lombardia
Esprinet
Epson

1995

**New York Film Festival
World Medal**
Colgate Fabuloso

2002

**European Promotion
Marketing Award**
Henkel- Migliore attività Europea

**Premio Agorà
16ma edizione**
Epson
CCI

Grand Prix delle Promozioni
Henkel

Premio Stella d'Oro
Henkel

Premio Sicurezza Stradale Radio
Bosch Car Service

1998

Spot & Sport
Motta Maxicono

Mediastar Copy Award
Motta Panettone

1997

Spot Italia Finalist
Colgate Soflan

Cannes Lions Short List
Vileda Panni Gialli

1996

Spot Italia
Colgate Soflan

Agorà
Colgate Soflan

1994

Premio Mario Bellavista
Kraft

London International Award
Motta Antica Gelateria del Corso

The Mobius Award
Colgate Fabuloso

Ame International Award
Motta Antica Gelateria del Corso

1989

Pubblicità & Successo
UniLever Surf

1987

Tecno Poster
Car Stereo

Target Parade
Philips Car Stereo

1986

Target Parade
Philips Car Stereo

1992

Premio Mario Bellavista
Elida Gibbs Shampoo Clear

Golden Award of Montreux
Elida Gibbs Shampoo Clear

1990

Grand Prix della Pubblicità
UniLever Surf

1988

Cannes Lions Short List
Curtiriso

The Epcot Worldwide Prize
Uni Lever Surf

Tecno Poster
Philips Car Stereo

ADVERTISING



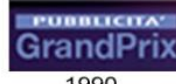
Short List 1997



1995



1992



1990



Copy Award 1998



1992 - 1994

Pubblicità & Successo 1989



1996



World Medal 1995



1995



1995

Radio Sicurezza Stradale 2002

Target Parade 1986 - 1987

Target Parade 1986 - 1987

The Epcot Worldwide Prize 1988

Spot Italia 1996

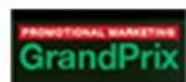
Spot Italia Finalist 1997

Spot & Sport 1998

PROMOTION

Festival della Comunicazione d'Impresa 2003

IX Global Award Promotion



2001 - 2002 - 2003



European Marketing 2003



2002 - 2003

Targa d'Oro 2001 - 2003

Many Thanks

Fulvio Fiori