

# Gianpiero Cognoli

Creative Director & Copywriter

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## Work

### **CD & COPYWRITER, FREELANCE · 2015 - NOW**

Agencies/Studios: Frog, Ogilvy GTB, Leo Burnett, Nouvelle, VentureThree  
Brands: Ford, AXA, Sandoz, Her Majesty's Royal College of Surgeons, Philip Morris International, IntesaSanPaolo, Poste.it

### **SENIOR COPYWRITER, LEO BURNETT, MILAN/ROME/LAUSANNE · 2007 - 2015**

Brands: Ferrari, Samsung, Philip Morris International (Chesterfield & Marlboro)  
Pirelli, FEI, Procter&Gamble, Clearblue, Tampax, Colgate

### **COPYWRITING & TRANSCREATION, FREELANCE · 2005 - 2007**

Brands: Google, Ford, Range Rover, Marlboro, Finmeccanica, Unilever (Algida, Magnum), Posteltaliane, Chianti Ruffino, AGFA, Selenia, Olitalia and more  
Agencies: Ogilvy, Young & Rubicam, Leo Burnett, BlueHive, 01Design, Art Attack Advertising, CLM & Associati, Nouvelle Adv, Cusano, Xister

### **PARTNER, THINKANDO ADV · 2002 - 2005**

Brands: Air Malta, CTS, Cyprus Tourism, Banca del Fucino, Freequency, Fiesta, Consorzio Chianti Gallo Nero

### **ASSOCIATE PROFESSOR, IED · 2004 - 2005**

Courses in Advertising, Copywriting and Corporate Communication

### **COPYWRITER, XISTER & AAA · 2000 - 2002**

Brands: AT&T, Lexus, Chrysler, AirOne, Telecom Italia, Molinari, Banca delle Marche, Eagle Pictures, Halo, Publitel, PiùCase, Rocca delle Macie, Thai Air

### **COPYWRITER, CLM ADV · 1999 - 2000**

Brands: Posteltaliane, Unidata

### **CONSULTANT, LUCENT TECHNOLOGIES, 1998 - 1999**

B2B Strategy, e-business, HR recommendations, quarterly CEO reports

## Me

1999 MBA, Schulich School of Business, Toronto, Canada

1997 BA Hons, Psychology, York University, Toronto, Canada

Bilingual English-Italian; strong Serbian/Croatian, Spanish and French

Written/simultaneous translation, screenwriting, editing and motor racing