



Professional Consultant | Audiovisual Producer | Developer

AMERICO DI COLA

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ABOUT ME

Audiovisual producer and digital consultant with more than 19 years of experience in visual communication, digital marketing and the development of advanced multimedia solutions for national and international brands.

Specialized in designing and producing:

- 2D and 3D graphics
- Motion graphics and professional videos
- Websites and mobile applications
- Commercial and product photography
- Digital marketing and social media strategies
- Content creation, newsletters and events
- IT technical support (software and hardware)
- Digital printing and 3D printing
- Translation, subtitling and content localization
- Artificial Intelligence applications for marketing and automation.

Experienced in managing high-impact content marketing campaigns, coordinating complex business operations and achieving measurable results through data-driven strategies. Strong focus on technological innovation, brand value and profitability growth.

Strengths: results-oriented leadership, excellent project management skills, creative problem solving and collaboration with multidisciplinary teams. Used to working with goals, KPIs and performance metrics.

SKILLS

- Content Marketing and digital tools.
- Full Adobe Suite: Illustrator, Photoshop, InDesign, After Effects, Premiere and more.
- SEO optimization tools and Google Analytics.
- Social media platforms: Meta (Facebook, Instagram), LinkedIn, Twitter.
- Web and app development: WordPress, Flutter, Visual Studio Code.
- Video production and editing: Resolume, Adobe Audition, After Effects, Adobe Premiere, Lightwave.
- Leadership and analysis.
- Strategic planning and execution.
- Data-based decision making and performance metrics.
- Team leadership and cross-functional collaboration.
- AI tools & workflow automation.
- Project & team leadership.

EDUCATION

Posa Studio Creative, Venezuela (2005)

Digital Design Center (2010)

Posa Studio Creative, Venezuela (2006)

University 'Santa Maria'
Social Communication and Journalism
Note: 5 semesters approved

Posa Studio Creative, Venezuela (2006)

IUTIRLA
Audiovisual Sciences and Photography
Note: 5 semesters approved

WORK EXPERIENCE

Hotel Fashion Store & Diviso2Outlet

Marketing Manager, Programmer, Web Developer, Graphic Solutions, Social Management.

January 2026 - Present

- Operational and strategic marketing management for two fashion retail and ecommerce brands.
- Website development and optimization, UX, visual content, banners and product presentation.
- Creation of graphic materials for campaigns, social media, promotions and commercial communication.
- Configuration of technology solutions, automation, digital tools and technical support for business processes.
- Coordination of digital growth initiatives: ambassador program, fidelity card, gift card and WhatsApp bot.
- Optimization of operational flows, collections, online presence and business profiles.

SarniOro | Italy

Marketing & Audiovisual Solutions Provider

2018 - 2026

- Creation of graphic content and motion graphics for LED walls, websites and social channels.
- Care, enhancement and development of the brand aesthetic, with monthly creative ideas and promotions.
- Introduction of innovative packaging solutions and optimization of macro-photography processes to improve brand image and increase website traffic.
- Implementation of SEO and social media strategies to increase online visibility and improve customer experience, both online and in-store.
- Ideation, production and management of audiovisual content for LED wall displays, increasing customer engagement.
- Development of content strategies and creative materials supporting more than 70 jewelry stores.

Zolglove | Venezuela, Panama, Italy

2008 - now

Founder & General Manager with over 15 years of experience in the strategic, creative and operational direction of digital and communication projects. Specialized in brand development, content strategy, audiovisual production, web/app development and multichannel communication solutions for national and international clients.

- Founder and leader of the strategic, creative and management direction of Zolglove agency.
- Definition and implementation of branding, digital marketing and integrated communication strategies for clients across different industries.
- End-to-end creative project management, from initial concept to production and final delivery.
- Coordination of multidisciplinary teams including graphic design, motion graphics, web development, marketing and content creation.
- Ideation, production and supervision of campaigns and multimedia content for web, social media, ecommerce, LED walls and print materials.
- Development of visual identities, brand guidelines and coherent, recognizable and scalable graphic systems.
- Implementation of SEO, social media and digital performance strategies to strengthen online presence and brand growth.
- Direct client relationship management, from needs analysis and proposal presentation to project execution.
- Supervision of graphic production and printing processes, ensuring quality, visual consistency and deadlines.
- Design and development of custom digital solutions, including websites, landing pages, ecommerce and automation.
- Operational planning, budget management and resource optimization according to project objectives.
- Adaptation of strategies, content and language to international markets and multicultural contexts.
- Introduction and integration of innovative technologies and tools to improve efficiency, workflow and work quality.

AMC Productions | Content Developer and Audiovisual Producer

2006-2008

- Ideation and production of video content and motion graphics for television spots and major film-related projects.
- Support for developing more effective campaigns through audiovisual storytelling techniques.

Mira Tv | Content Marketing Specialist and Graphic Designer

2004-2006

- Ideation and development of graphic and visual content for television programs and advertising campaigns, aligned with editorial identity and communication goals.
- Support to editorial and production teams in optimizing creative processes, improving operational efficiency and reducing production times.

LANGUAGES

English - Fluent
Spanish - Native
Italian - Fluent

HOBBIES & INTERESTS

- Business innovation and technology
- Golf and music (bass and guitar)
- Gastronomy, photography and travel

Countries visited: Italy, Germany, Netherlands, France, Spain, Portugal, Czech Republic, Panama, Aruba, Venezuela and United States.