

INFORMAZIONI PERSONALI

Name and Lastname: Beatrice Bertarelli

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I am a freelancer professional illustrator with over 6 years of experience, specializing in digital and manual illustrations for scholastic publishing and not only in fact I am also creating logos, brand identities (business cards, letterhead), packaging, greetings cards, flyers and brochures.

I am a very flexible and as a result my cultural background is very diverse: in the past I have held positions that have allowed me to expand my knowledge on the planning of marketing strategies and communication and my passion for travel has led me to know and live in faraway countries that have enriched my professional experience.

WORK EXPERIENCES

April 2009 – present

Illustrator Freelancer. Additional skills and experience include:

- Realizations of custom logos, flyers for events for a small Canadian company, "Fleurs en Fête".
- Achievement billboard to sponsor a cultural event for the United Nations International School (UNIS) in New York.
- Realization and retail sales of prints and illustrated customized.
- Collaboration with Disney Channel for the supervision of messages and images used and contained in the animated television series for the protection of children.

October 2006 - March 2012

Compliance Department - Supervisor Master Make List - DISNEY CHANNEL

Additional skills and experience include:

- Control of Disney television series and short films that would meet certain standards and performance criteria.

- Report of video display, indicating where necessary, the points where you could notice dangerous behavior or messages that are not suitable for a very young audience.
- Synopsis of short films and cartoons for storage.

October 2003 - September 2006

Planner on-air Scheduling - Budget - Strategic Planning - DISNEY CHANNEL

Additional skills and experience include:

- Head of the lineup the airing of the programs on Disney Channels.
- Planning and budget for the Disney Channels.
- Creating advertising promo for Disney Channels.

August 2003 - October 2004

Production – Assistant Production – TELENNOVA

Additional skills and experience include:

- Production Secretary and Assistant Director of “Nova Stadio” (Italian TV show).

June 2003 - August 2003

Production – Assistant Production – GAY TV-ARDACO

Additional skills and experience include:

- Assistant production for the organization of commercials and television programs.

AWARDS WON / PUBLICATIONS / CREDITS

June 2014

Invitation to exhibit in the studio of Fabrizio Silei one of my works that had as theme the platypus. My artwork is still exposed in the exhibition "Ornithorinchus" opened from 8 June to 8 November 2014 at "L'Atelier Platypus" of Pescia (PT).

May 2014

Two of my illustrations inspired by nature have been included in the catalog "Oasis disegna la natura," after participating the contest.

March 2014

First Place - Beginners

Illustration Contest – Second Edition "Chi ha paura del lupo cattivo?" Organized by Motta di Livenza – Treviso - Veneto.

The illustration to be represented was aimed to bring attention to the defense of children from all forms of violence without the use of scabrous or obscene images.

May 2008

First Place

Creative Contest - "Rappresenta l'Italia" by glue Pattex

Production of a work that represented Italy using the materials provided by Pattex.

My 3D framework was used for a poster to sponsor the event.

Please, visit the my [website](#) to find out more.

EDUCATION

November 2011 – february 2012

Faculty of Fine Arts - Concordia University - Montréal - Canada

Creative design skills in Layout and Graphics using Adobe Photoshop and Illustrator.

2006 - 2009

School of Comics - Milano (MI)

Diploma of Illustration

Process and construction techniques of illustrated stories and comics.

2008

International School of Illustration - Sàrmede (TV)

2 courses and 2 master-depth workshops in painting techniques (Watercolor, acrylic and mixed).

2001

School of Film, Television and New Media - Milan

Diploma in Production.

1995 - 2001

Institute ITC Parini - Lecco (LC)

Diploma of Accounting

COMPUTER SKILLS

Operating Systems

Microsoft Windows (good), Mac OS (advanced)

Web Tools

Advanced: Adobe Photoshop, Adobe Illustrator , Adobe Indesign

Good: Adobe Dreamweaver, Adobe Fireworks, Adobe Flash

Application Software and App

Advanced: Microsoft Office (Word, Excel, Powerpoint), Adobe Acrobat (PDF), OpenOffice.

Keynote, Google Drive, Dropbox, WeTransfer, FTP.

Web Skills

Basic:HTML, HTML5, CSS

Video Editing

Good: Premiere Editing software

Management programs and television productions

Advanced: Ethern - BSS - Channel Reporting - Soundmouse Movie Magic and analysis scripts
film and television

FOREIGN LANGUAGES

Italian (Native)

English (Full professional proficiency)

French (Limited working proficiency)

German (Elementary proficiency)