


# CORPORATE COMMUNICATION & BRAND IDENTITY


[www.skillsmanagement.it](http://www.skillsmanagement.it)





The time when companies take responsibility for defining strategies, organizational processes and messages - functional not only to their own prosperity, but also to the communities in which their stakeholders live - **can no longer be postponed.**

For this reason, **Skills Management Group** gives importance to the enhancement of collective thinking and the connection between the different functional areas of the company.



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In particular, this guiding thought of ours is reflected in the areas of:

### **Organizations & People**

to enhance the human heritage and use opportunities offered by technological developments;

### **Corporate Communication & Brand Identity**

to support brands in discovering and telling their story and their roots;

### **Sustainability**

to support companies in building sustainable change strategies.

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## **AREAS OF INTERVENTION**

*We are able, through our partner Nemeaservizi, to support the financial viability of projects related to the three areas.*

HOLLAND HOUSE LIBRARY



LONDON, 1940

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Among the many iconic photos of the Second World War, one strikes us more than others: it portrays some Londoners consulting the library of Holland House, just gutted by a bombing in 1940.

It is the end of September: one of the Luftwaffe's many air raids on London hit this very elegant 17th century building designed by Sir Walter Cope, a fundamental place of English culture, once a literary hall popular among people like Charles Dickens, Walter Scott, George Byron, Thomas Macaulay, Benjamin Disraeli, John Allen, which has now become home to a well-stocked library.

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During the disaster, the roof collapsed. Those ruins represent in a brutal and immediate way the drama of war; those men and those books, however, show that - even in the most difficult moments - **stories are something that man cannot give up on**: whoever, in one form or another, produces and listens to stories constantly and even in the worst conditions, even during a war, we dedicate ourselves to stories.

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We are essential partners for our customers and we help them daily to **shape their future.**

We build **brand images, digital experiences & coordinated images** for organisations.

We combine a **new generation** of creatives, graphic designers and authors with **experienced** strategists and professionals who have worked with important brands for years.

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**WE ARE A  
WINNING HYBRID**





**BRAND STRATEGY**



**REBRANDING**



**LIVE &  
DIGITAL EVENTS**



**AUDIO AND VIDEO CONCEPTION  
AND PRODUCTION**



**CULTURAL PROJECTS  
FOR BUSINESSES**



**STRATEGY AND SOCIAL  
MEDIA MANAGEMENT**

# WHAT WE DO

**Our Services**



**BRANDED  
PODCAST**



**WEBRADIO**



**WEBMAGAZINE  
& WEBDOC**



**DIGITAL FAIRS**



**VIRTUAL MUSEUMS  
AND ECO-MUSEUMS**



**AR E VR  
EXPERIENCES**

# WHAT WE DO

**Some of our products**



**SIMONE SPOLADORI**

*Associate Partner  
Skills Management Group*



**SIMONA PAVESI**

*Partner  
Skills Management Group*



**MASSIMILIANO ZACCAGNINI**

*Partner Skills  
Management Group*



**MORENA ROSSI**

*Copywriter*



**FEDERICO  
CASTELLETTI CAZZATO**

*Associate Partner  
Skills Management Group*



**GIADA REM PICCI**

*Art Director  
& Producer*

# PEOPLE



**CARLOTTA LONGO**

*Account*



**FRANCESCA LIMARDO**

*Social Media Manager*



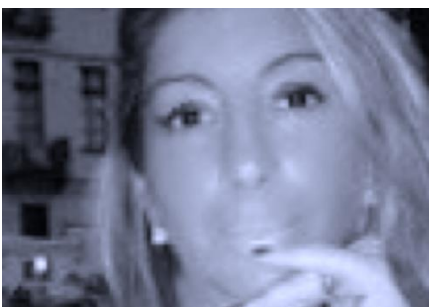
**FRANCO SPOLADORI**

*CRM*



**ILARIA MEONI**

*Graphic Designer*



**LISA SOLA**

*Corporate Brand & Business  
Development Manager*



**LAURA COPELLI**

*SEO Specialist*

# PEOPLE



**MARTA FORNASIERO**

*Reputational Communication  
and LinkedIn Specialist*



**NICOLETTA INTREPIDO**

*Social Media Manager*



**PIETRO VERTAMY**

*Photoeditor  
Photographer*



**SIMONE PAVAN**

*Sound Designer*



**SILVANA MAGGI**

*CRM*



**VALENTINA FIORENDI**

*UX/UI Designer  
Visual Designer*

# PEOPLE



**SKILLS MANAGEMENT**  
*group*

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## DIGITAL

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