



Pietro Mezzano

Advertising Specialist

Specialising in digital and social advertising campaigns.

CONTACTS

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EXPERIENCE

02

2025.01 - Present

Migrante Content

Advertising Specialist - Freelance
(ongoing collaboration)

Advertising Specialist on global digital and social advertising campaigns for Abarth. Developed campaign concepts and key visuals, oversaw photoshoot production and coordinated creative teams across international digital and social executions.

2024.09 - 2025.03

Volunteering (Civic Service)

Civic service at a public library alongside freelance client development.

2023.09 - 2024.09

H48

Advertising Specialist - Freelance
collaboration

Advertising Specialist supporting the development of advertising concepts and campaigns. Created concepts and storyboards for web commercials and pitches, collaborating with Senior Art Directors, Creative Directors and copywriters.

2017.08 - 2023.09

HUB09

Advertising Specialist / Digital Art Director
- Permanent Employee

Digital Art Director working on integrated ATL and social advertising campaigns, developing static key visuals, including the key visual for Hankook's seasonal tyre change campaign, and coordinating banner assets with strategy and social teams.

EDUCATION

03

2014 - 2017

I.E.D. Turin

Bachelor in Visual Communication
& Advertising (Honours)

SKILLS

04

Advertising & Campaign Development

Art Direction

Creative Strategy & Visual Concepts

Campaign Production & Coordination

Motion Design & Video Production

TOOLS

05

Adobe Creative Cloud

AI & Generative Tools

Figma

LANGUAGES

06

English – Professional proficiency (B2)

Italian

Native