

CORPORATE COMMUNICATION & BRAND IDENTITY

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.

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.



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

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.

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.

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.

**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



+39 011.569.0606



**Via Massena, 71
10128 - Turin**



TURIN



Certified Quality System for "Design and Delivery of - managerial training interventions" N.1292 UNI EN ISO 9001:2015



+39 345.6783117



**Via Friuli, 60
20137 - Milan**



MILAN



Certified Quality System for "Design and Delivery of - managerial training interventions" N.1292 UNI EN ISO 9001:2015



www.skillsmanagement.it



info@skillsmanagement.it

DIGITAL



@skills-management



Skills Management Group



@skillsmanagementgr



@skills_management_group



Certified Quality System for "Design and Delivery of - managerial training interventions" N.1292 UNI EN ISO 9001:2015