

## Omar Viel



### Marketing & Communications specialist (Creative contents, Web design & Video storytelling)

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Male | 28 July 1967 | Italian

*I work with data, ideas, images and words. I carry out complex marketing and communication projects, coordinating staff and creating graphic and design concepts. I have a natural talent for creative writing and storytelling.*

*I edited communication and market surveys for Secondamano Group, developing strategic marketing projects in partnership, among others, with Elvia-RAS, Cendant and Findomestic. I was the founder of Direzione Marketing, a web & consulting agency, and the co-creator of Your Reservation, the first hotel reception suite with around 200 active customers.*

*One of my biggest successes was Annunci.it, a relevant "case history" of the Italian web, sold in 2000 to Lycos for 5 million euros.*

**Portfolio** available on the site [www.monogatari.it](http://www.monogatari.it)

Personal website [www.omarviel.com](http://www.omarviel.com)

## PROFESSIONAL EXPERIENCE

2017 - 2020

### Web Design & Creative contents

#### Monogatari, Venice

Monogatari deals with marketing, business communication, graphics & storytelling. It also takes care of the creative aspects of Your Reservation hotel marketing platform, used by over 400 hotels.

2004 - 2017

### Founder / Creative contents, Marketing & Communications

#### Direzione Marketing srl, Venice

#### Web Agency / Marketing and Communication Consultancy

Direzione Marketing was an atelier of ideas and communication. The company's mission was to create and develop the value offer of its clients in strategic marketing and communication.

Tasks performed:

- inbound marketing, SEM & buzz marketing, DEM
- publishing activities & CMS
- contents & copywriting, storytelling, ebooks
- concept ideas
- graphic design & web design
- usability (website, smartphone, tablet, interactive TV)
- HTML & CSS
- SEO

2014 - 2016

**Creative Contents Specialist**

Tripitaly spa by Uvet &amp; Digital Magics, Milan

OTA (Online Travel Agency)

Tripitaly.com is an "open" platform specialized in tourist travel in Italy with the aim of integrating "all in one hub" the offer of flights, trains, hotels, cruises, car rental services and any other "ancillary" offer of services on the territory.

Tasks performed:

- concept idea
- web design
- usability
- CMS & publishing activities coordination
- web marketing

2013 - 2014

**Founder / Marketing & Communications Specialist**

Your Reservation by Direzione Marketing &amp; ForContact, Chiasso (Switzerland)

Reception suite for the hotel concierge

Your Reservation is the first reception suite for the hotel concierge that combines ways of direct marketing, techniques of up and cross selling and customer satisfaction.

Tasks performed:

- concept idea
- usability front & back end
- graphic design, website
- promotions (buzz mktg, leaflets)

2004 - 2012

**Contents & Communications Manager**

Publishing department VDA Multimedia spa, Pordenone-London-Dubai

Multinational company specialized in Interactive TV

Vda Multimedia is a worldwide manufacturer of interactive TV systems for hotels and clinics. The publishing department is at the heart of the group's strategic marketing and performs all the roles assigned to communication: editorial office, press office, web agency and traditional agency.

Tasks performed:

**EDITORIAL ACTIVITIES**

- concept, graphic design and design of television interfaces
- customizations and demos
- coordination of publishing activities
- developments, adaptations and debugging
- staff training and coordination

**MEDIA & WEB PLAN**

- media plan coordination
- concept and production of advertising campaigns, banners, exhibition material, catalogs for service lines
- publications
- website
- press office
- DEM

2000 - 2003

**Marketing & Communications Manager****Consultant**

I developed the concept and coordinated the realization of one "case history" of the Italian web (Love Lycos). In the following years I continued to develop concepts for the web, I deepened the web design and the salient aspects of communication, marketing and business management.

1993 - 1999

**Coordination of publishing activities, Communications & Creativity****Secondamano spa, Milan****ADS Papers**

Secondamano group in the nineties was the world's largest publisher of newspapers for classified ads. For Secondamano I edited communication and market surveys and developed strategic marketing projects in partnership, among others, with Elvia-RAS, Cendant and Findomestic.

**EDUCATION  
AND TRAINING**

2014

**Social Media Marketing**

Training sessions and workshops in Milan

2003

**Web Marketing**

Certificate of professional qualification issued by Regione del Veneto

1993-1997

**Postgraduate courses in communication  
and advertising techniques**

Cesma Executive Education, Milan

1991

**University Degree in Conservazione dei Beni Culturali**

Faculty of Arts and Philosophy, University of Udine, vote 108/110.

**PERSONAL  
SKILLS**

Native language

Italian

Other languages

English

	Listening	Reading	Writing	Spoken
English	Good	Good	Good	Good

Driver's license

B

Communication skills	I am used to deal with customers, suppliers and collaborators, with whom I create lasting and continuous collaboration relationships. I believe in the importance of harmony and cooperation within a working group. I'm comfortable in an international environment.
Organizational and management skills	I can plan and minimize the risks of disorganization. I have significant experience in business management.
Digital competence	Excellent knowledge of MS Windows and Mac OS. Management and organization of email and internet, use of office automation programs, especially for Mac. Advanced use of the following Adobe creative solutions: Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat. Ability to design web pages, including SEO. Use of MailChimp and WordPress. Use of social media: Facebook, LinkedIn, Twitter, Instagram.

## OTHER INFORMATION

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Interests Renaissance Art, creative writing, Art of the novel, reading, archetypal psychology

Sports Yoga Iyengar method, cycling

Publications

- *Cene al veleno*, Adiaphora, 2020 (coming soon)
- *Fulgore della notte*, Adiaphora, 2019
- *Marbré (Mormora)*, in Venise Bouquins, Robert Laffont, 2016
- *Patrimonio genetico*, in Nuova Prosa 51, 2009
- *Fetish*, Lampi di Stampa, 2005

Awards Italo Calvino Literary Award (VI edition): finalist  
Librinfestival 2020: finalist

Website [www.monogatari.it](http://www.monogatari.it) / [www.omarviel.com](http://www.omarviel.com)

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Signature

Omar Viel 