

LUCIANA SPOSITO

Double Nationality: Brazilian and Portuguese (EU).
Native Portuguese speaker; English at fluent level; basic Italian and Spanish.

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LUCIANA SPOSITO is an advertising professional, multi-task Cool Hunter and international photographer from Rio de Janeiro. Lived for 5 years in Europe, until 2021, and worked in Amsterdam, Paris, London, Lisbon and Malta.

She holds a Bachelor degree in Advertisement from UFF University / RJ and in Cool Hunting from Instituto Europeo di Design.

In 2014, after 14 years working for AD Agencies and various media outlets, such as Vogue Magazine and Band TV (a large TV channel in Brazil), she decided to take her creativity to another level and launch a solo career.

Since then she's dedicated herself to image making, where she dove mainly into portrait, fashion and artistic photography.

Culture, trends, design and people are her main realms of interest.

Educational Background

09/2013 – 12/2013 : Instituto Europeo di Design (IED)

- Cool Hunting
- Culturelab – Trend and Consume Lab, mediated by researches of WGSN and Consume Anthropology of UFF/IED.

08/1998 – 04/2003 : Federal Fluminense University (UFF)

- Pass Grade in Advertising. 10 in Final Project.

02/1997 – 07/1998 : Rio de Janeiro State University (UERJ)

- History Degree (unfinished) with work experience in National Archive.

Work Experience

2014 – present days : Freelancer Photographer

Fashion, portraits, art, events and decor photography.

2017 – 2021 : Muchacho Malo

Sales at Concept Store in Dam Plein - Amsterdam.

2002 – 2014 : Advertisement Business Executive - Sales

Specialized in Media Planner and Customer Service, has worked for Advertising Agencies and media outlets as media researcher, planner and sales of advertising business proposals and commercial projects like merchandising and sponsoring. The most significant companies that she worked for was VOGUE (Magazine), Band TV (TV Channel) and Ogilvy & Mather (Advertising Agency).

2000 – 2002 : Pre graduate experiences

2 years of experience in front desk and sales of a fashion store and a personal training center.

Skills and More Experiences

- Participation in numerous courses, seminars, lectures and festivals in Advertising and Customer Service.
- Voluntary work to poor people, teaching American History at high school level.
- Available to travel for work.

February, 2022.