



# Paolo Forcellini

## Advertising and Branding

### Contact

✉  
paoloarevalo16@gmail.com  
📞  
+1(470)9291861  
📍  
Atlanta, Georgia  
📷  
Paolo Forcellini  
🌐  
paoloarevalo16

### Education

Savannah College of Art and Design.  
Student Athlete (Golf).  
BFA Advertising and Branding, May 2026

### Experience

#### The Fishing School / Internship

##### Art Director / Copywriter

Sep 2025 - Present

- Led a targeted donor-engagement campaign supporting The Fishing School's mission to empower low-income youth of color through after-school and parent engagement programs.
- Developed donor-specific messaging frameworks, including persuasive headlines, subheads, and body copy.
- Designed cohesive print and digital campaign assets, from donor communications to social media graphics and digital extensions.

#### AIG / SCADPro x AIG Colaboration

##### Visual / Motion Designer

Sep 2025 - Nov 2025

- Designed motion assets and interactive visuals for a digital kiosk, enhancing the 9th Floor Innovation Hub experience.
- Created wayfinding animations, interactive UI elements, and visual storytelling sequences aligned with AIG's brand identity.
- Contributed to the kiosk's three core functions: internal wayfinding, external digital concierge, and an innovation showcase highlighting AIG's future initiatives.

#### Ologo Golf / Freelance

##### Website / Motion Designer

Sep 2024 - June 2025

- Website Designer responsible for building the brand's online presence.
- Developed a dynamic and user-friendly Shopify website, showcasing products and brand identity.
- Produced promotional videos and motion graphics showcasing the Ologo Golf lifestyle, emphasizing confidence, style, and camaraderie on and off the course.

#### Ruitoque Country Club / Internship

##### Art Director / Visual Designer

Feb 2022 - Aug 2024

- Designed visual communication materials promoting sports activities and club events, including posters, billboards, reels, and videos with a consistent brand identity across social media.
- Planned the implementation strategy and distribution of materials in high-traffic areas (Hole 19, starter zone, café, Hole 10, and golf academy).

### Software Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premier Pro  
Adobe After Effects  
Cinema 4D  
Blender  
Figma  
Unreal Engine

### Professional Skills

Collaborative  
Passionate  
Creative  
Communication  
Adaptability  
Work Ethic  
Time Management  
Problem Solving

### Languages

Spanish  
English  
Italian

### Honors

Dean List SCAD 2021-2025  
Mens Golf WAGR Ranked  
SCAD Academic Scholarship  
SCAD Golf Scholarship  
SCAD Athlete of the Year 2024