Anabella Lasconi



Experienced graphic designer with over 14 years in the marketing, graphic design, and sales sectors, specializing in comprehensive digital solutions. Proven track record of developing proposals from concept to completion, along with extensive account management expertise.

Personal information

- Birth: 19/01/1991
- Age: 34
- ID Number(DNI): 35.874.619
- Worker's Identification Number(CUIL): 27-35.874.619-0
- Marital status: Single
- Cellphone number: + 54 1124 540120
- E-mail address: anabella.lasconi@gmail.com

Education

"Instituto Superior de Diseño N° 4048", Rosario, Santa Fe, Argentina.
Undergraduate Degree in Graphic Design and Communications.

"Escuela de enseñanza media N° 202, Manuel Leiva"
Secondary School Degree in Humanities and Social Sciences.

"Escuela de enseñanza media N° 209 Dalmacio Vélez Sarsfield"
Completed the first two Secondary School (Commerce and Accounting oriented).

First Certificate in English
"CILEL language school" for University of Cambridge.

Work experience

October 2021 - actuality
Fortrea - former Labcorp

Proposal Manager of the Oncology Team
Develop a proposal (RFP, ballparks, RFI) from the ground on and include the relevant information, by coordinating with the proposed team integrated by different professionals needed to make the deliverable possible.

August 2019 – October 2021
BM Global Services,
Buenos Aires

Proposal Coordinator and Graphic Designer
Graphic designer and proposals coordinator for the Global Pitch and Pursuit Excellence team at Baker McKenzie. Responsible for designing and building digital deliverables for proposals and coordinating with onshore and offshore teams.

As a pitch coordinator, I was responsible for:

- Searching for information through various company sources, looking for pertinent information for proposals.
- Designing and building digital deliverables primarily using PowerPoint and Microsoft Word for proposals. Also responsible for distributing, organizing, and coordinating with onshore and offshore teams, as well as reviewing deliverables for brand compliance.
- Reviewing graphics, icons, and infographics according to brand guidelines.
- Participating in proposal kick-off meetings with the whole team, including partners and associates, to establish trust and ensure deliverables meet expectations. Developing digital solutions, mostly for high-value clients, coordinating with offshore and onshore teams (document managers, proposal coordinators, project managers, senior managers from around the world) to create the best design options for proposal layouts.

January 2019 - August 2019
PwC Proposal Center of Excellence

AAC – Pursuit Creative Team Senior Designer

Graphic designer for the Pursuit Creative Team at PwC AAC.

As a senior designer, I was responsible for:

- Designing and building digital deliverables for proposals. Also responsible for distributing, organizing, and coordinating with onshore and offshore teams, as well as reviewing deliverables for brand compliance.
- Reviewing graphics, icons, and infographics according to brand guidelines. Creating design pieces, including logos, business cards, brochures, websites, digital banners, digital magazines, posters, and editorial brand material to include in the sources.
- Developing digital solutions, primarily using PowerPoint or Google Slides and Microsoft Word or Google Docs.
- Coordinating with offshore and onshore teams (document managers, proposal coordinators, project managers) to develop the best design options for proposal layouts.
- Working on digital content creation, photo retouching, and photo editing. Creating and revising new template layouts, graphics, and illustrations for proposals.

August 2016 – January 2019
PwC Proposal Center of Excellence

AAC - PCoE Coordinator

Coordinator of the Proposal Center of Excellenceat PwC AAC.

As a design coordinator, I was responsible for:

- Project Management (RFP, RFI, RFQ, and Capability Statements).
- Writing and editing proposal information, including bios, executive summaries, design pieces' content, and marketing material, such as campaigns for different companies, slogans, and naming.
- Providing design support by coordinating with other teams, offering fresh ideas, and designing decks to enhance and improve their overall design quality.
- Creating design pieces, including logos, business cards, brochures, digital banners, digital magazines, posters, and editorial brand material to include in their sources.
- Coordinating with offshore and onshore teams to develop the best options for proposal layouts and content.
- Working on digital content creation, photo retouching, and photo editing.
- Working on the creation and revision of new template layouts, graphics, and relevant information for proposals..

August 2015 - 2016
" SURe Brandesign"

Account Manager/Jr. Graphic Designer

- Account management of the firm's clients.
- Negotiations with customers, suppliers, or general negotiation strategies.
- Preparing monthly budgets and attending meetings with clients or the team to discuss next steps for projects.
- Working with different platforms, including Google Sheets (or Excel), Adobe Photoshop, Illustrator, InDesign, macOS, WeTransfer, Dropbox, etc.
- Packaging and branding development. Creation of brand identity manuals.

August 2013 - 2015
"Cartelería Gráfica Industrial"

Graphic Designer

- Visual communication consultancy, branding, business cards, and multiple design communication pieces, including large posters and advertising hoardings.
- Prepress workflow management.