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 Humanitiesand 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.