

Four new female hires at Connexia!

Even more young talents join the data-driven creativity agency as it welcomes Valentina Gorla, Account Supervisor, Elena Lukashova, Business Strategist, Barbara Ruscio Levi, Client Director, and Michela Spagnuolo, Senior Account.

Milan, 25 July 2019 - **Connexia**, the first data-driven creativity agency in Italy that successfully incorporates data, creativity and technology, welcomes four new professionals as it continues with the growth and expansion plan that it embarked upon at the start of 2019 by opening offices in Rome and acquiring 100% of the digital experience agency Ragooo.

The latest additions to Connexia are **Valentina Gorla**, Account Supervisor, **Elena Lukashova**, Business Strategist, **Barbara Ruscio Levi**, Client Director, and **Michela Spagnuolo**, Senior Account. These four specialist resources from the Italian world of communication agencies are key figures for clients and perfectly epitomise Connexia's current evolution which is increasingly more focused on cross-media projects.

After graduating with a degree in humanities, **Valentina Gorla** first went to work as a community and blogger coordinator at **il Fatto Quotidiano**, then at TheGoodOnes before moving to **Ambito5/Saatchi&Saatchi** as an account supervisor. Valentina brings her wealth of experience as an account supervisor to Connexia after working with clients such as Colmar, UniCredit, Gruppo Sperlari, SIAE, and Swatch Italia.



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Elena Lukashova graduated from the Belarusian State Economic University with a law degree and followed that up with a second cum laude degree in international management from Milan's Università Cattolica del Sacro Cuore. Every day Elena dedicates her time to devising winning communication strategies for brands, and starts by monitoring and analysing cultural and social trends. She has gained considerable experience at some of Milan's top creative agencies and her arrival further strengthens Connexia's team strategy which plays a key role in all of the agency's projects.

Barbara Ruscio Levi brings to Connexia her outstanding expertise at managing and developing communication projects for brands such as Heineken, TIM, Santander, Plasmon, Dietorelle, and Expo 2015, which she gained while working for many years as a senior account manager first at **Alkemy** and then as an international account supervisor at **Publicis**.

Michela Spagnuolo joins Connexia as a senior account to bolster the consumer PR team. She has excelled as an account supervisor for over seven years while working with consumer marketing, entertainment, gaming and tech companies. Michela has a degree in communication and information society and master's degrees in marketing and communication and healthcare and pharma marketing from *Il Sole 24 Ore Business School* and has gained a cross-sectorial understanding and knowledge of the consumer market through her experience in **Edelman and Havas** that enables her to successfully coordinate in-house teams specialising in food and travel brands.

"2019 has been a real turning point for Connexia: we are capitalising on the development of our client portfolio, our numerous successful bids and the many

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projects we have in the pipeline, and guiding the agency towards significant growth with a view to integrating integrate native skills and experiences so we can offer the market a perfect synthesis of creativity , data and digital media," said **Paolo D'Ammassa, the CEO and founding partner of Connexia** . "As confirmation of our in-depth understanding of the communication world and its levers, Connexia keeps also growing markedly in terms of people with many talented women and new additions planned for the last part of the year. So we are really delighted to welcome four new communication professionals, and sure they will be key figures within the agency for managing clients and developing innovative integrated projects."

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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