

## **Renata De Rosa ed Emiliano di Leno are appointed Deputy Creative Directors of Connexia**

*The marketing and communication agency of the Retex Group consolidates its creative structure and rewards its talented staff.*

Milan, 22 December 2022 – **Connexia**, the Marketing and Communication Agency of the **Retex Group**, announces the appointment of **Renata De Rosa**, Copywriter, and **Emiliano di Leno**, Art Director, both senior professionals within the creative department, to the role of **Deputy Creative Director**.

The agency's management team, led by CEO Paolo d 'Ammassa, confirms its trust in the creative couple De Rosa/Di Leno, formalising a path of growth and professional maturation that began in 2017, when they joined Connexia's creative team.

Active in the field of communications since 2009, first in Naples, then in Turin, finally in Milan, during her professional career Renata De Rosa, has specialised in creative writing and advertising and has collaborated in the implementation of numerous ATL and digital projects, especially for the Automotive and Finance sectors.

With over ten years of experience in graphics and a solid creative background behind him, Emiliano di Leno has participated in numerous projects and collaborations, firstly in IGPDecaux, then in Ambito5.

In Connexia, the creative partnership De Rosa/di Leno has been a close collaboration, creating and supervising campaigns for clients such as Fastweb, Decathlon, Buddybank and UNICEF.



# CONNEXIA

A RETEX COMPANY

*"We are delighted to take on this new challenge - said **Renata De Rosa and Emiliano di Leno**. "Together with the creative management team, we are already working to build a team of united and passionate creatives, which will also include and enhance young talents. We love creativity that experiments in new ways and, at Connexia, we have found the perfect environment to do so."*

## 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: 160 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](http://www.connexia.com)

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Connexia Società Benefit S.r.l.

Single-member company

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