**ALICE JASMINE CRIPPA**

Associate Creative Director / Conceptualist

**Contact details:**

Alice.Jasmine@gmail.com | +1 3124042037

A short selection of my best works: alicecrippa.me

**PROFILE:**

Renaissance girl with a knack for concepts and experiences that inspire new behaviours.   
A daily routine made of yoga, improv, art shows, and tons of serendipitous research. Oftentimes the strongest messages are not made of words.

**WORK HISTORY:**

**FCB Chicago | CONCEPTUALIST and ASSOCIATE CREATIVE DIRECTOR**

Jan 2016 – Current

Pitches, new business, and launches for clients like Chilly Cow, NextEra, GE, Kimberly Clark, Radio Flyer, Humana, Clorox, Jack Daniel’s, Boeing, Choose Chicago, and Chicago Public Library. A wild card for activations, experientials, OOH, entertainment.

**Politecnico di Milano | CREATIVE ENSEMBLE COACH**

Jan 2016 – Current

Leading the first Improv Creative Lab in Milan, a new inclusive practice focused on solving communication & business challenges through creative games inspired by Improv Comedy.

**Leo Burnett Milan** | **COPYWRITER and CREATIVE TECHNOLOGIST**   
July 2011 - 2015

Global pitches, unconventional assignments and two brain-child ideas awarded at the international Cannes Lions Festival. I contributed to the acquisition and improvement of major client accounts including Samsung, Fiat Chrysler and P&G.

**Politecnico di Milano | MASTER’S DEGREE COORDINATOR**

February 2010 - July 2011

**EDUCATION:**The Second City, Chicago **Improv & Comedy Writing Program**

2017 - Current

Politecnico di Milano

**Master's degree - Art Direction and Copywriting**

2010 - 2011

Honors. Final grade: 110/110 (6.0 GPA)

Politecnico di Milano

**Master of Science - Design and Visual Arts**

2007-2010

Honors. Final grade: 110/110 (6.0 GPA)

Politecnico di Milano

**Master's degree - Innovation management**

2007-2010

Converse International School of Languages

San Francisco, CA

**Creative English Full-Time Bootcamp**

2015

University of Cambridge

**First Certificate in English (FCE) - GRE EQUIVALENT**

2002

**AWARDS:**

**Best of show | Radio  
Radio Mercury Awards 2018** for Radio Flyer Travel ‘Tours’

**Bronze Lion | Entertainment**

**Cannes Lion Festival 2017** for Travel Agency for the Imagination – Radio Flyer

**2 Bronze Lions | Radio**

**Cannes Lion Festival 2017** for Cotton Candy Swamp & Stinky Broccoli Forest – Radio Flyer

**Bronze Lion | Promo & Activation**

**Cannes Lion Festival 2015** for Samsung Smart Playboard

**Silver | Reset/Innovation**

**ANDYs Awards 2015** for Samsung Smart Bike project

**Gold Lion | PR**

**Cannes Lions Festival 2014** for Samsung Maestros Academy

**Bronze Lion | Direct**

**Cannes Lion Festival 2014** for Samsung Maestros Academy campaign

**Bronze Lion | Promo & Activation**

**Cannes Lion Festival 2014** for Samsung Maestros Academy campaign

**Innovation shortlist**

**Cannes Lion Festival 2014** for Samsung Smart Bike project

**And more at Epica, LIA, Eurobest, and Clio.**

**INTERESTS AND HOBBIES:**

Contemporary art, maker culture, photography, world’s flavours, hiking, yoga.