

# MOSTRO

MOSTRO (ESSERE)



MOSTRÒ (AZIONE)

I believe writing, like any form of expression, does not come from the gesture or the tool.

**It comes from intent.**

A dancer without legs can still dance.

An actor without a face can still perform.

When intent is there, the gesture follows.

Writing is one of those gestures.

Marketing does not interest me.

Smarketing does.

I am not interested in words as communication, but as the **surgery of meaning** itself.

I design narrative structures.



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MOODBOARD REALIZZATA DA GABRIELE SALETTA, GRAPHIC DESIGNER.

**[SOFTWARE]**

Canva and Google Docs are my daily tools.

I use Canva extensively. No courses, just hands-on experience. Videos, experiments, testing.

Pure curiosity. For professional designers it has limits, but for structuring ideas and building project layouts it works extremely well.

My workflow is simple: I create the structure, the designer refines the visual execution.

WordPress is another tool I regularly manage.

In every role I have taken care of the website.

In communication you cannot be only a copywriter.

I dislike dealing with websites, but I dislike disorder even more.

If a site lacks structure, clarity, or meaning, I step in and fix it.

More generally, I am comfortable with technology.

If a tool is necessary, I learn it.

What I dislike is not technology.

Only tools that serve no real purpose.

**[SKILLS]**

My skills come from a natural inclination. Some call it talent. For me it is simpler: I am good at it and I enjoy it. They were shaped at Scuola Holden, developed through work experience, and later refined with AI.

That is where hard skills stop. Soft skills, on the other hand, have been tested in many situations.

Patience, strong attention to detail, and a relentless sense of perfectionism are part of how I work.

I have a very strong tendency to close tasks completely.

I organise, execute, and deliver.

I enjoy finishing what I start.

I am particularly good at interpreting other people's thinking.

Give me a few scattered ideas and I will understand what you mean and how to shape it into a narrative.

I do not consider a company my family.

But I do consider work something that should be done properly.

Something that should stand up and say something meaningful.

Delivering solid work matters to me.

I work in alignment with my values.

It is the only way I know how to work seriously.

**[LANGUAGES]**

- Italian: native speaker. Professional writing, storytelling, and public speaking.
- French: working proficiency. Learned while living in Tunis. Written communication supported by grammar tools.
- English: working proficiency. Comfortable reading, speaking, and consuming media in English. Scottish accents remain a challenge.

**[AI]**

I use AI as a working tool, **not as a substitute for thinking.**

I rely on it to accelerate processes, refine ideas, and structure work.

I do not delegate content to AI.

Instead, I build a method around it.

My typical workflow involves collaborative brainstorming, structured chat environments, organised project files, and continuous refinement of prompts.

What is commonly called prompt engineering.



**[METHOD]**

My method has one essential ingredient: respect. Respect for the person who entrusts me with a project.

Respect for the person who will read it. And even respect for the person who may not understand it or may dislike it.

**If something does not work, I look for the knot. Not the culprit.**

**[HOW I WORK]**

I work best early in the morning. Usually by 7 a.m. I am already at my desk. At that time the mind is clear and creativity is available.

No traffic. No noise. Just focus.

At the same time, I value in-person interaction when it matters.

Meetings are important because real feedback happens there.

In my work I need to observe people while they speak.

To understand what they actually want to say.

Gestures, pauses, hesitations, the way certain words are pronounced.

All of it becomes material.

Everything is writing.

**[EDUCATION]**

SCUOLA HOLDEN  
Contemporary Humanities  
2020 / 2023

UNIVERSITY OF TURIN  
Languages and Cultures of Asia and Africa  
2008 / 2012

**[EXPERIENCE]**

SP-FORMAZIONE - NARRATIVE AND STRATEGIC DESIGN LEAD

ESCAPE4CHANGE - COMMUNICATION MANAGER AND STORYTELLER

SHIFTING BY CLOTO (NOW REBELODIA) - CONTENT CREATOR

LVNG - COMMUNICATION MANAGER

HSP (HIGHLY SENSITIVE PEOPLE) - VOLUNTEER WORK