

Melissa



Patriarchi

Informations

27/09/1998
Nationality • Italian

Contacts

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melissapatriarchi

Profile

Awareness • Empathy • Movement
A hybrid between rationality and creativity • Elegant and polite with a touch of brightness.

Education

2017 - 2020 . **Polimoda**

Fashion Marketing & Communication
Firenze, IT

Jul - Sep 2016 . **Erasmus + Kat - Vet**

Bay Fashions • Paignton, UK

2012 - 2017 . **Fashion Design High School**

Grade • **100/100**
Liceo Artistico "Piero Della Francesca"
Arezzo, IT

Goals

2019 . **Fispes**, Applied Project Polimoda

Winner of the project
Concept name: "I am Enough"
Developing a plan to communicate the new uniform.

2019 . **Lineapelle**, Applied Project Polimoda

Winner of the project
Concept name: "Your Steps to Success"
Developing a collection of seven merchandising products.

Skills

Leadership Skills

Relationship building • Integrity • Critical Thinking .
Motivating and inspiring everyone to do their best work .
Active Listener.

Computer Skills

Windows, MacOS • Microsoft Office, iWork .
Adobe Photoshop, InDesign, Illustrator, Premiere.

Work Experience

Il Borro • San Giustino Valdarno, IT

Oct 2024 - Current • E-commerce & CRM coordinator
Develop and implement strategies to drive online sales and digital brand presence . Manage relationships with external vendors and third-party tools.

Luisa Via Roma • Firenze, IT

Oct 2020 - Oct 2024 • Junior Buyer
Monitoring performance through KPIs and fostering collaborative relationships . Planning and selection . Trend forecasting.

Stefano Patriarchi • Arezzo, IT

Jan 2019 - Jan 2020 • Graphic Designer
Catalogue design • Updating Excel's price lists . Organizing the jewellery's collections.

Rosa de la Cruz London • London, UK

Jul - Aug 2019 • Studio Assistant
Assisting the day to day running of the luxury jewellery brand . Web design e-commerce • PR and social media managing.

Claudie Pierlot at Selfridges • London, UK

Jul - Aug 2019 • Sales Assistant
Representing the brand at Selfridges . Exceptional customer experience . Visual merchandising.

Prada • Firenze, IT

Jun 2018 - Jan 2019 • Sales Assistant
Excellent sales service • Maintaining outstanding store conditions and visual merchandising standards.

Languages

Italian

Mother tongue

Spanish

Mother tongue

English

Excellent