



# GRETA LANDI

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✉ greta.landi@outlook.com  
📍 Lucca | Tuscany | Italy  
(Willing to relocate)

## EDUCATION

### Polimoda

Florence, Italy

Undergraduate degree in Fashion  
Marketing Management  
2021 - 2024

### University of Milan

Milan, Italy

Master's degree in Publishing,  
Communications and Fashion  
Cultures  
2020 - 2022

### University of Pisa

Pisa, Italy

Bachelor's degree in Modern  
Literature  
2016 - 2019

## SKILLS

Microsoft Office  
Microsoft Excel  
Adobe Creative Studio  
Meta Ads  
Google Trends  
Brand 24  
SimilarWeb  
SEO Analytics

## LANGUAGES

Italian	native
English	fluent
Spanish	intermediate

## ABOUT ME

I am an enthusiastic and results-driven fashion communication professional, recently graduated with a solid academic background and practical experience. With a keen eye for industry trends, I appreciate the power of communication in shaping fashion brands. Eager to learn and grow, I am committed to making a meaningful impact in the fashion communication field.

## WORK EXPERIENCE

### Publicist

Jan. 2023 – Jan. 2024

#### Wear We Are Journal

Florence, Italy

As a former publicist and distribution lead for Wear We Are Journal, I managed media relations, crafted compelling narratives to promote the journal's mission in sustainability and fashion, and coordinated its distribution across multiple platforms and partnerships, including liaising with bookshops worldwide to ensure its availability.

### Client Advisor

Jun. 2023 – Sept. 2023

#### Diesel

Forte dei Marmi, Italy

As a Client Advisor at Diesel, my role involved providing exceptional service and assistance to customers. I offered personalized recommendations, handled inquiries, and facilitated transactions to ensure a positive shopping experience. Additionally, I stayed informed about Diesel's products and brand ethos to effectively communicate with clients and promote brand loyalty.

### Sales & Marketing Intern

Jul. 2022 – Oct. 2022

#### Tenucci Store

Lucca, Italy

As Marketing Intern I had the opportunity to gain hands-on experience in various aspects of retail operations. My responsibilities included supporting sales activities, assisting with marketing initiatives, and contributing to basic accounting tasks.

## CERTIFICATIONS

### Buying & Merchandising

2022

The Business of Fashion

### Digital Marketing

2022

The Business of Fashion