

TERESA CROPANESE

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WORK EXPERIENCE

09/2024 - present	CHANEL Welcomist, Beverage, Packaging– Intern	Rome
	<ul style="list-style-type: none">– Developed strong customer relationships by guiding clients through the boutique during the sales process.– Delivered sales service, focusing on packaging and presentation of luxury creations.– Maintained the Maison's brand image according to established standards.	
01/2024 - 05/2024	Showroom Studio Marcucci Marketing Assistant – Intern	Rome
	<ul style="list-style-type: none">– Managed showroom operations, coordinating commercial activities and order processing, including returns.– Utilized CRM systems for appointment management, data entry, and sending communications, ensuring efficient client interactions.– Handled social media management, visual and event activities, and virtual sales services, while optimizing stock reports to inform business decisions.	
09/2021- 09/2023	Sempre in Stile Donna Social Media Manager – Employee	Remote
	<ul style="list-style-type: none">– Analyzed Key Performance Indicators (KPIs).– Created, planned and published content.– Managed interaction.	
12/2019 - 12/2020	Decathlon Sales Assistant – Employee	Catanzaro
	<ul style="list-style-type: none">– Provided customer service and support, ensuring a welcoming experience for clients.– Assisted with sales activities, supporting the sales team to enhance customer engagement and drive sales growth.– Managed cash handling and inventory management, maintaining accuracy and efficiency in operational tasks.	

EDUCATION

10/2022- 05/2023	24 ORE Business School , Master's Degree in Fashion and Luxury Management	Milan
	<ul style="list-style-type: none">– Developed expertise in communication, digital marketing, and social strategy, with a focus on omnichannel approaches and customer experience.– Analyzed the current landscape and emerging challenges in the fashion, luxury, and lifestyle industries, including globalization, digital transformation, and retail management.– Applied strategic marketing and brand management skills through a project collaboration with <i>Pitti Immagine Uomo</i>, focusing on merchandising strategies to enhance brand offerings.	
09/2019 - 09/2022	Università E-Campus , Bachelor's Degree in Business Administration, Startup Ventures and Business Models	Milan
	<ul style="list-style-type: none">– Final dissertation in "Corporate Communication in the Fashion Market - The Burberry Case".	
09/2013 - 07/2018	Liceo Classico Pasquale Galluppi , High school diploma in Humanistic Studies	Catanzaro

LANGUAGES AND IT SKILLS

- **Italian:** native; **English:** B2
- Proficient in **Microsoft Office suite** (Word, Excel, PowerPoint)
- Advanced use of **Canva, photoshop, lightroom, SAP Concour**
- **ECDL** Certificates

I authorize the processing of the personal data contained in my CV in accordance with Legislative Decree 2018/101 and the GDPR (EU Regulation 2016/679).