

Melissa



Patriarchi

## Informations

27/09/1998  
Nationality • Italian

## Contacts

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## 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



Mother tongue



Mother tongue



Excellent

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